

Graduated From United Air Line



Miss Penelope Louise Anderson, daughter of Mr. and Mrs. Howard E. Anderson, 231 Vista Circle Drive, Sierra Madre, has graduated as a United Air Lines stewardess. After completing training at the company's stewardess school near Chicago, Illinois, she now serves aboard Mainliners flying from Chicago.

Miss Anderson is a graduate of Pasadena High School, Pasadena, and she attended Pasadena City College. Prior to serving aloft, she was a secretary. Her hobbies include sewing, golf and bowling.

In becoming a stewardess, Miss Anderson has entered a profession pioneered by United 34 years ago.

Kiwanis Club Guest Speaks On Drop-Outs

"High School Drop-Outs" is a topic of discussion we are hearing quite a bit about these days, and the Sierra Madre Kiwanis Club members were brought up to date on this subject at their weekly meeting, Tuesday, December 8.

Rev. George Lindsay introduced the guest speaker at this weeks luncheon-meeting, Mary Stewart, who give a most interesting talk on high school drop-outs.

Mrs. Stewart along with her husband hail from Rosemead and have taken on this independent venture. They operate strictly on donations, and they hold meetings nightly, probing and searching out the reasons for the high ratio in drop outs. Mr. and Mrs. Stewart stress the importance of reading and the comprehension of reading, the lack of this necessity being an important factor in students dropping out of school.

'National Forests'

Theme of Altadena Rose Parade Float Announced

"National Forests — Lands of Many Uses" is the theme of Altadena's float in the 1965 Pasadena Tournament of Roses Parade New Year's day. Sponsored by the Altadena Tournament of Roses Association, the float will feature U.S. Forest Ranger "Corey Stuart" (television actor Robert Bray), and Lassie, stars of the CBS television series "Lassie".

Ranger Stuart represents the management of our National Forests by the United States Forest Service, Department of Agriculture. The new symbol of the National Forests, the "multiple use tree," will stand 17 feet tall at the rear of the float.

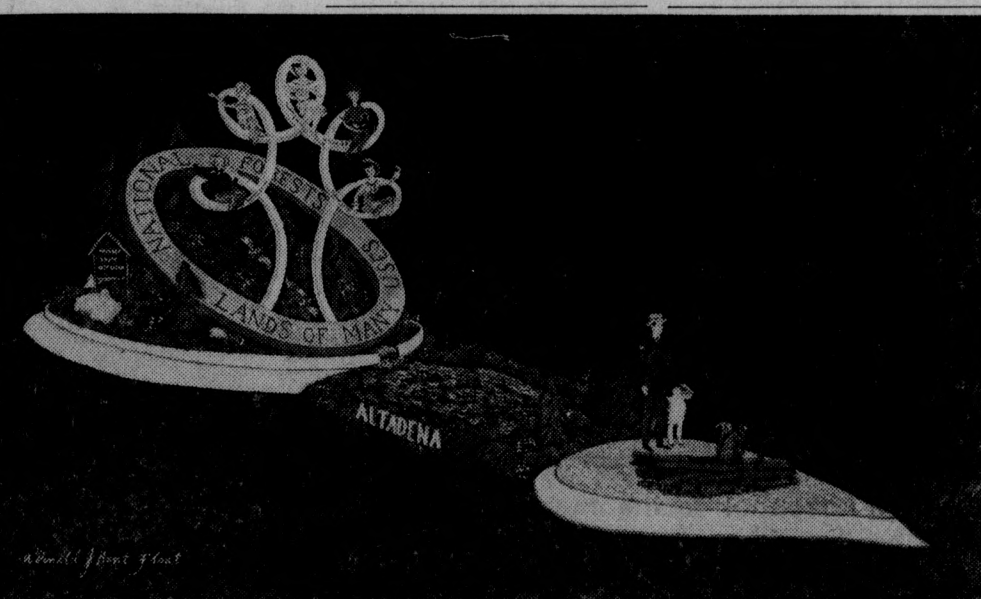
Five lovely Altadena girls each will be "perched" on one of the five branches of the symbolic tree. Each girl will wear a costume representing one of the many uses of our national forests

— wood, water, wildlife, outdoor recreation, grazing. The new multiple use tree symbol has only recently appeared on brochures, leaflets, and in newspapers throughout the country. An actual waterfall will flow down the mountain side, through the base of the tree, and into a lake at the center of the float. Live Mallard ducks will be swimming in the lake.

Donald Bent, Altadena — Please turn to Page 12

WEATHER

	High	Low	Prec.
Dec. 1	71	55	.01
Dec. 2	66	52	
Dec. 3	69	47	
Dec. 4	73	47	
Dec. 5	73	49	
Dec. 6	73	48	
Dec. 7	69	43	
Rainfall to date	3.13"		
Year ago to date	4.12"		



'NATIONAL FORESTS — LANDS OF MANY USES' — Pasadena Rose Parade, New Year's Day, 1965. Sponsored by the Altadena Tournament of Roses Association, the float will spotlight U.S. Forest Ranger "Corey Stuart" (T.V. actor Robert Bray) and Lassie, stars of the CBS television series "Lassie". Ranger Stuart represents the management of the national forests in the nation by the United States Forest Service, Department of Agriculture. The symbol of the national forests, the multiple use tree, will be featured at the rear of the float with five lovely Altadena girls, each perched on one branch of the tree. Each will be dressed in a costume denoting one of the many uses of national forests — wood, water, wildlife, outdoor recreation, grazing. An actual waterfall will flow down the mountain side, through the tree, and into a lake at the center of the float. More than 10,000 red and yellow roses as well as chrysanthemums, ferns, and actual white fir trees and cedar boughs from the forest, will be used to decorate the float. Altadena asks everyone to "Protect, Enjoy, Keep Clean" our national forests.

Sierra Madre News

Serving 38,346 in Sierra Madre, Hastings Ranch, Sierra Madre Villa, Oak-Highland, Rosemead-Foothill Area

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Sierra Madre, California — Thursday, December 10, 1964

24 Pages — Vol. 58, No. 6

Two New Tracts Approved; Arciero Asks Acceptance

Landplanning Associates Ask Joint Meeting Jan. 7

Storm Drain Engineering Approved; All Projects To Be Complete By Fall

Two final tract maps were brought before the Council Tuesday evening at their regular meeting, each asking for final approval, and given same unanimously.

Tract 27855, the Star Nursery Property, consisting of 29 proposed homes to be constructed by the Richter Brothers, and Tract 23345, the Stringfellow Property, consisting of 9 homes to be constructed by Henry McNulty and Associates were given similar green lights by the Council.

The Star Nursery Property was given approval with all the provisions of the Tentative Map, construction to start approximately January 4, 1965 and completion within 6 months, with bonds totaling \$49,000. A caution regarding excessive dust was given but a permit to burn combustible materials was denied.

The Stringfellow property was given the same approval but for a completion date of 120 days and a bond of \$47,000. Both tracts were notified of their responsibility of possible flood runoff.

Neutzel Tract

In a letter from Frank Ar-

ciero, he requested the acceptance of the Sierra Madre Estates tract, stating that all work would be completed within ten days from the date of his letter, being November 30, excepting Item 14 on the list of work remaining uncompleted.

Item 14 concerns the planting and the placing of a sprinkler system on all inner slopes of five feet or greater, and his letter had this to say concerning this item:

"The Letter"

"We further request that you enter into a mutual agreement allowing us an 18 month period within which time to attempt to place the responsibility of planting the slopes within the tract upon the ultimate

First In Line

Notice was received by the Sierra Madre Rose Float Association late Tuesday that the Sierra Madre Float would be given the honor of being float number one in the line of parade.

This is the closest Sierra Madre has ever been to the front. One time it was seventh and another sixty-third. This is indeed an honor and congratulations are given the local association.

However in the ensuing period, we shall be responsible for maintaining the banks until assumed by the ultimate purchaser and if any emergency arises during this intervening period, we shall do such planting within thirty days, if require by the City. If you require a reasonable bond to guarantee this assumption upon your exonerated of the subdivision bond, we shall procure one."

The final acceptance of this tract will come before the Council on their regular

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Let's Know Scope and Costs

Halt On Anti-Poverty For Foothill Area Request

The Pasadena City Board of Directors has been asked by the Pasadena chapter of Taxation, countywide taxpayers organization chartered to fight ruinous taxation, to call a halt to the "anti-poverty" program for the Pasadena-Foothill area until the taxpayers can learn more about its scope and costs.

The area covered by the Community Planning Commission, parent authority of the group pushing the anti-poverty program, includes Pasadena, South Pasadena, Altadena, Arcadia, Bradbury, Duarte, Sierra Madre, Flintridge, Monrovia and La Canada.

Speaking for the Pasadena Action (chapter) of Taxation, Mrs. Wayne Licher, chairman, has sent a letter to Mayor Floyd Gwinn asking that the Board demand that the Commission on Human Needs take no further action on the "anti-poverty" program "until the public has had ample opportunity to become much better informed than it can now be" on the subject.

The Board of Education, which was persuaded by a reso-

December 14 Thru 18

Christmas Carol Singing Held In Kersting Square

December 14 through 18 from 7:30 p.m. till 8:15 p.m. in the town square of Sierra Madre is a most unusual series of evening programs. The various youth choirs of the area will be singing Christmas carols.

Dates for these choirs have been confirmed and will be singing. Alverno Heights Academy on the evening of the 14th; Ascension Parish Day School on the 16th; La Salle High School on the 17th, and the final night when the Little Lord Jesus will make his appearance the Marshall Jr. High School will sing, the night of the 21st.

Many entries have been received on the contest of "What Christmas Means to Me." The final winner on the night of the 21st will place the Little Lord Jesus in the manger and will also receive a watch from the Sierra Madre Chamber of Commerce.

The chesh during the past week has received it's snow — and all is ready for the evening celebrations. Publicity for the chesh this year has been given already on radio and television, for it is on one of the most unusual town squares in the Southern California area. Gordon Lloyd, chesh decorator, took this story on his CBS show on radio to talk about the town spirit that entered into the production

Sierra Madre 101%

United Crusade Volunteer Leaders Receive Awards

Foothill Area United Crusade volunteer leaders gathered for a festive evening of entertainment, progress reports and awards at the Huntington Hotel.

Robert H. Garretson, Foothill Area Campaign chair-

man announced that the Foothill Area is at 87 per cent of goal for \$995,503 raised to date with pledges from all area community chairmen which will put the Foothill Area Campaign over the top at 100.9 per cent. Garretson stated that these pledges from the seven communities that make up the Foothill Area campaign were realistic and conservative in nature, and were based on outstanding card value on firms and people yet to be contacted.

They are as follows: Arcadia 85 per cent, projected 105 per cent; Duarte-Bradbury 142 per cent, projected 145 per cent; La Canada-Flintridge 83 per cent, projected 95 per cent; Monrovia 107 per cent, projected 114 per cent; Pasadena - Altadena 85 per cent, projected 101 per cent; Sierra Madre 101 per cent, projected 103 per cent, and South Pasadena 81%, projected 98%.

Highlight of the evening came when Garretson presented volunteers with

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Two-Hour Parking Law To Be Enforced

The Police Department would like to draw the attention of the public to several facts regarding the 2-hour parking which is covered by City Ordinance section 5271-B and states that:

"When authorized signs are in place giving notice thereof, no person shall stop, stand or park any vehicle on any of the streets enumerated in Sec. 5294 (b) hereof for a period of time longer than two (2) hours at any time between the hours of 7 a.m. and 6 p.m. of any day except Sundays and holidays."

In retrospect, need for "limited time" parking is occasioned when there is a greater demand for parking spaces than there are parking spaces available.

To accommodate the demand, it is necessary to "turn over" the limited number of spaces to make them available to as many vehicles as possible. To effect this, it is generally necessary to limit the parking of vehicles to some predetermined period of time (usually a short period of one or two hours). To cause compliance, it becomes necessary to set a penalty for a related violation and further to enforce the regulation.

Commercial or shopping areas, by their very nature, attract large volumes of motor vehicles. Historically the merchants in the affected areas want "turn over" of parking spaces to allow as many shoppers as possible to avail themselves of "convenient" parking.

From the standpoint of enforcement the Department's position is that City Ordinance section 5271-b will be enforced impartially and as totally as availability of manpower permits. Through a redistribution of manpower, more time will be allocated to "limited time" parking enforcement. The Police Department's

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Senior Citizens Holiday Program

A series of holiday programs are being planned by the Senior Citizens for the month of December. The first one, presented by program chairman Pearl Patterson on Saturday were colored slides of the Holy Land given by Mrs. Caroline Thayer, a former Sierra Madrean and now a conductor of foreign tours.

Each picture shown by Mrs. Thayer was followed with the Bible interpretation and she stated that the fields were covered with the most beautiful wild flowers in the world.

Mrs. Thayer and her husband Donald and family resided at 197 W. Montecito Ave. for many years, Mr. Thayer being popular in musical circle until his death. Following this inspiring program members enjoyed an afternoon of cards and singing of Christmas carols.

S.M. Rose Float Association Holds Open House Sunday

It's that time of year when things are just naturally buzzing, and for the Sierra Madre Rose Float Association this is doubly true, the four Rose Queens have been chose to ride on Sierra Madre's float, construction is underway on the float, flowers are being chosen, and excitement is riding high.

The Sierra Madre Rose Float Association Open House will be held Sunday, December 13, in the large circus tent in the parking lot of Sierra Vista Park. This tent is erected each year to house the float during construction.

The purpose of this "open house" is to introduce the public to the four Rose Queens, they will be presented by Mayor Severin L. Sorenson, in a reception line. To explain how the float is built, from an idea to the finished product, and to sign up Sierra Madreans who volunteer their talents in all phases of construction.

Also this will be the occasion to announce the winners of the 19 inch Zenith T.V. (with VHF) and the 10

Toy Program Needs Your Donations

Commander Bill Eagan of VFW Post 3208 has announced that all veterans organizations are cooperating with the U.S. Marines in their "Toys For Tots" Program.

It would be greatly appreciated if Sierra Madre resident would donate any new or repairable toys for this worthy cause. The toys may be left at the V.F.W. Club at 40 E. Montecito any day after noon.

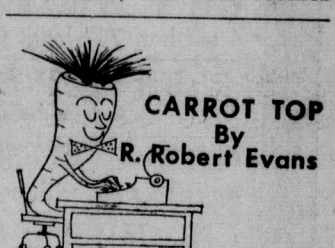
The local post also wishes to remind everyone in Sierra Madre of their annual Vets' Christmas Party for children which will be given on Sunday, December 20 at 2 p.m. at the VFW Club. Parents and their small children are cordially invited to come in and enjoy the entertainment, and meet Mr. and Mrs. Santa Claus, who will have a gift for every child. Refreshments will be served by the Ladies Auxiliary.

If transportation to the party will be needed, please call the club in advance, 355-9066 after noon.

transistor radios.

Everyone is extended an invitation to come to the Sierra Madre Rose Float As-

sociation's open house, meet the new Rose queens and join in the fun and excitement, have some punch served from the "Brontosaurus egg," in a prehistoric setting. There will also be coffee, tea and cookies



After today only 12 more shopping days until Christmas, one starts looking over his list with the thought in mind of wrapping up the season and settling back and watch the rest of the people run hither and yon.

On the other hand if you are beginning to get desperate over what to give that man of yours for Christmas, especially if he is one who has everything, may we suggest this invaluable 176-page illustrated volume published by the University of Wisconsin, titled:

"Linear Relationships of Isometric Strength to Propulsive Forces, Angular Velocity and Angular Accelerations in the Standing Broad Jump." He would stand and jump up and down for this one, I'm sure.

Although the Christmas season is one of gaiety, anticipation and good will, it is likewise the time of disappointments, frustrations and some unhappiness. Many of us, long ago, have forgotten the true meaning of Christmas.

Too many of us have the dollar signs in our eyes. Giving gifts, as were presented the Christ Child, have given away to receiving, rather than giving, and if it were not for installment buying, many givers would not be receivers.

Speaking of instalment buying, I quote a paragraph from Billy Graham, who was addressing a group of juveniles: "There is nothing in the Bible about God having a juvenile court. You are responsible, just as any adult is responsible. . . . You don't pay the price all at once; you pay it in installments for the rest of your life." If you think back to your youth, in your heart you know he is right . . . pardon me.

Just recently, exactly four weeks ago, the Sierra Madre News, without fanfare, had its 53 birthday . . . 58 years as the Sierra Madre News, starting way back in 1906 . . . Few local businesses today can boast of the same name for so many year . . . However the records go back even further than this . . . Actually the foundation of the Sierra Madre News started in 1889 . . . 75 years ago under the name of the Sierra Madre Tribune . . . Later it was changed to the Sierra Madre Vista, around the turn of the century and to its rightful name in 1906.

It would be interesting to know the many editors that have brought the Sierra Madre News to its present status . . . Their heartaches and trials and tribulations were many, this I solemnly believe.

Recently on TV, I had the opportunity of reviewing the town of Tombstone, Arizona . . . They remarked


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PICTURED ARE THE FOUR LOVELIES chosen to ride Sierra Madre's Rose Float in the annual Tournament of Roses Parade, January 1. The Rose Queens are left to right: Joyce Aisawa, Sheryl Fleming, Anne Crawford and Linda Richter. These girls qualified to enter the contest for Sierra Madre Rose Queens by participating in the annual sale of roses to raise money for the building of the float, then a group of judges, judge the girls on beauty, poise, personality, and four lucky girls reign as Sierra Madre's Rose Queens.



SIERRA MADRE United Crusade volunteers were honored recently at the Area final report meeting. Frank Lord (left) assistant to the area vice campaign chairman presented Mrs. Lucy Young and Mr. John Tahl with awards for achieving 100 per cent of goal in the Sierra Madre residential drive. Mrs. Young is residential vice chairman and Mr. Tahl is residential chairman for the drive.

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Mrs. R. E. Platt Elected Prexy

Mrs. Robert E. Platt of Glendale was elected president of the Los Angeles County Federation of Republican Women at the 35th Annual Convention of the Federation held at the Ambassador Hotel on December 2. Mrs. Platt was unopposed for the office and was elected to serve for the 1965-66 term.

Also chosen to serve with Mrs. Platt were Mrs. Paul W. Kimball Jr., of Pacific Palisades, first vice president; Mrs. Clifford Kip Johnson of Van Nuys, sec-

ond vice president; Mrs. George Wenger of Pasadena, third vice president; Mrs. J. K. McCall of Long Beach, fourth vice president; Mrs. Evelyn Foss of Woodland Hills, treasurer; and Mrs. Theron A. Martin of Los Feliz, recording secretary.

Mrs. Platt is a long-time resident of Glendale and has been active on local, county and state levels of Republican politics for 12 years — having served on the County and State Central Committees. She is a member of the La Crescenta Valley Republican Women's Club (Fed.), and was that club's president in 1955 and 1956; also a board member of the County Federation since 1961.

Alpha Delta Pi Alums Plan Benefit Party

Alpha Delta Pi alums are very busy creating fancy gift-wrapped boxes to be sold at their annual scholarship benefit cocktail party to be held Sunday, December 13, 5 to 8:30 p.m. at the home of Mr. and Mrs. Raymond R. Rose, 851 Valambrosa Drive, Pasadena.

Mrs. Robert Shames, Alpha, and Miss Norma DeGrandis, Beta, are president of the sponsoring groups.

The chapter at Berkeley received the last scholarship award for achieving the best grade point average of any of the California chapters. This year the program is to be extended and individual awards will also be made to the girl at each of this state's chapters who has shown the greatest improvement in scholarship.

Mrs. George Ott, San Marino, and Mrs. Gerald Hall, South Pasadena, co-hostesses, request that all alumnae, actives and parents of actives make early reservations showing their support of the program.

St. Rita's Guild Annual Christmas Buffet Dinner

Candlelight and Christmas decor will set the stage for the annual Christmas buffet dinner for St. Rita's Guild board members and husbands. The party will be held at the home of the president, Mrs. Charles Gilb, on Friday, December 11, cocktails at 7 and dinner at 8:30 p.m.

Those planning to attend are: Rev. Thomas O'Malley, pastor; Rev. Patrick Callahan, Mr. and Mrs. Charles Gilb, Mr. and Mrs. Archie Miller, Mr. and Mrs. Frank Di Noto, Mr. and Mrs. Ralph Alfieri, Mr. and Mrs. Ralph Bartolme, Mr. and Mrs. Kenneth Crawford, Mr. and Mrs. Francis Sherman, Mr. and Mrs. Frank Kromka, Mr. and Mrs. John Moe, Mr. and Mrs. John Gendron, Mr. and Mrs. Victor Daniels.

Also Mr. and Mrs. Donald Stewart, Mr. and Mrs. Ronald Swim, Mr. and Mrs. Earl Schneider, Mr. and Mrs. Donald Termath, Mr. and Mrs. Walter Fleming, Mr. and Mrs. John Tahl, Mr. and Mrs. Charles Weber, Mr. and Mrs. Gerald Driscoll, Mr. and Mrs. Charles Epperson, Mr. and Mrs. John Robertson, Mr. and Mrs. Clifford Nesche, Mr. and Mrs. Leo Babich, Mr. and Mrs. Charles Weber, and Josephine Tellez, Eleanor Jenkins.

Wistaria Poets Pay Tribute

The Wistaria Chapter Poets, affiliated with California Chaparral, wish to pay tribute to the death of one of its patron poets, British-born David A. Bailey who, up to the last of his eight-some years, contributed his presence or by his lilted refrains when that became impossible. This hearty ancient will be missed.

Poets or interested languagephiles are invited to their forthcoming meeting this Saturday, December 12 at 2 p.m. The group meets every second Saturday of the month in the Sierra Madre Library quarters graciously supplied by the library, and discusses current events in the literary field. And reads poetry which is also discussed, appreciated and given accolades or lses-



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Friendship Theme Of Annual Christmas Dinner

Traditional decorations and entertainment will be featured and friendship will be the theme when Pasadena Foothill Alumnae of Delta Zeta get together for the annual Christmas dinner meeting at the home of Mrs. Jesse W. Syme, 1646 Hilliard Drive, San Marino, on Thursday, December 10, at 6:30 p.m.

Mrs. Charles Hollister and her committee are preparing to serve a delicious ham dinner. Following dinner, members will engage in a "pink elephant" gift exchange and the singing of Christmas carols.

Final plans for the holiday open house will be completed, according to Mrs. Henry D. Shaw, vice-presi-

dent and chairman of the coming event. Delta Zeta collegiates and their mothers will be among honored guests at the Altadena home of Mrs. Herbert Carstens on Wednesday, December 30, 3 to 5 p.m.

As a special Christmas philanthropy, clothing and Christmas gifts have been collected and sent to Navajo Assistance, Inc. in Gallup, New Mexico. Mrs. Martin Thompson, president, was in charge of arrangements.

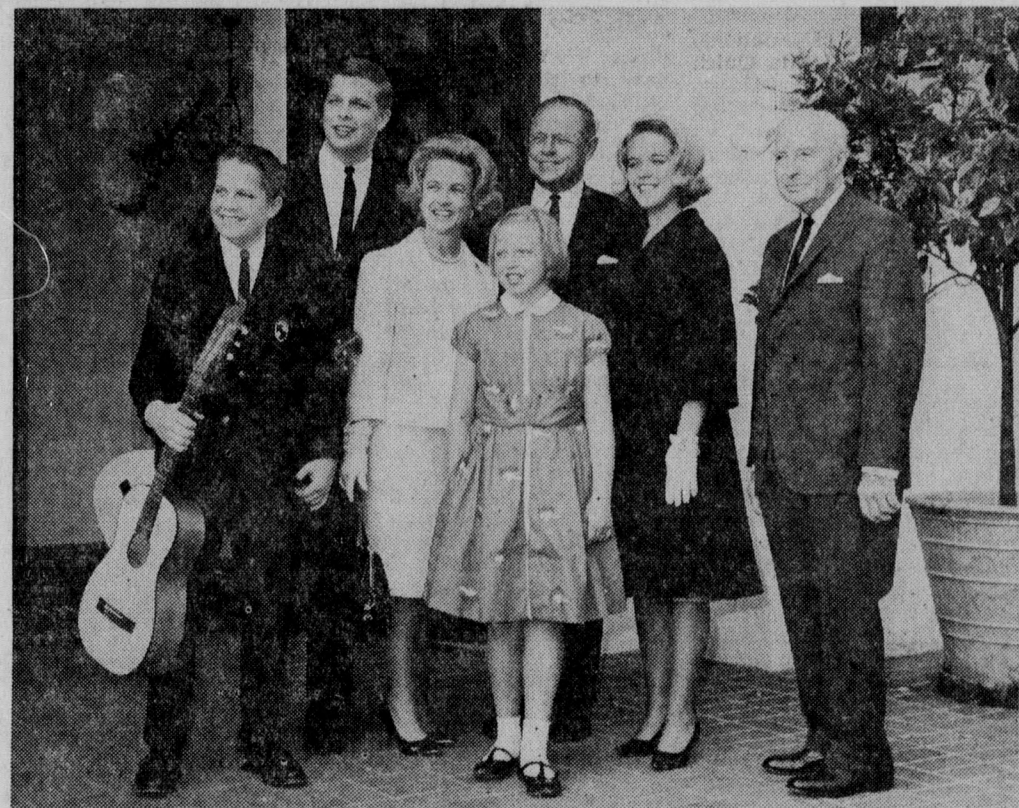
Reservations for the dinner can be made with Mrs. Harold J. Simpson, 446-2402, or the hostess, Mrs. Syme, 287-6701. Mrs. Hollister's committee includes Mrs. Fred Barner Jr., Mrs. Lon Boen, Mrs. C. Curtis Coons, Mrs. John D. Pequet, Mrs. Wiley Sering and Mrs. James Umfrid.

Orchid Hobbyists Meet Dec. 17

The San Gabriel Valley Orchid Hobbyists will hold its regular monthly meeting on Thursday, December 17, at 8 p.m. at the Los Angeles State and County Arboretum, 301 N. Baldwin Ave., Arcadia.

The speaker of the evening will be Mr. Spencer Howard of North Hollywood. His topic will be Specie Dendrobiums and Cypripediums of Southeast Asia, their growing conditions and flowering misunderstandings. Mr. Howard has been an importer of these species for the past 15 years and should well understand their growing conditions.

Anyone interested in orchids is invited to attend the meeting.



A RECENT family get-together at the Santa Barbara Biltmore. The James A. Morgan Jr., of Sierra Madre with their four children and Mr. Arvin H. Brown. Their two sons, James Morgan, III (eldest); Christopher, eldest daughter, Dafri Jean, and Melissa.

26,000,000 CLUB
WILL BE ALIVE DURING '65
AND HAVE A MEETING DATE FOR '68

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"THE COMMITTEE OF 68"

Who are the deserters of the Republican Party and devoting themselves to saving the GOP by expelling the 26 million who refused to surrender to the charms of the welfare state. There is no brotherly love here, nor the era of good feeling, and we should not take it any more graceful than the Irish took the rule of the British.

Shure, it's bad enough to have the feet of the Johnson-Humphrey spalpeens on our necks, but there'll be a Donnybrook to end all Donnybrooks if the likes of the McRockefellers and the McKuchels and McJavitses try to take over

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Mr. and Mrs. E. J. Murphy Announce Engagement of Daughter Sue Lynn



SUE LYNN MURPHY

Mr. and Mrs. Edward J. Murphy of 1015 E. Grand View, Sierra Madre, announce the engagement of their daughter, Sue Lynn, to Bradley L. Quick, son of Mary Ellen Quick, also of Sierra Madre.

The announcement was made at a family dinner held at the Murphy home on December 1. Guests included grandmothers Mrs. Charles Murphy and Mrs. George W. Koonce; Mr. and Mrs. John Murphy of La Canada; Mr. Jere Murphy and Miss Barbara Cook of Anaheim; Mary Murphy, Linda Quick, and Rev. and Mrs. George Lindsay, all of Sierra Madre.

The bride-elect is a student in the Pasadena City College Nursing Course. The groom-elect has served 4 years in the United States Navy, is now assistant manager of a store in Pasadena and studying for a degree in business administration at

Pasadena City College. Both are graduates of Pasadena High School.

The wedding is planned for next August 21.

Cripple Children's Guild To Meet Thurs., Dec. 10

The Sierra Madre Auxiliary to the Crippled Children's Guild of the Orthopaedic Hospital will hold its monthly meeting on Thursday, December 10 at 11 a.m.

The group will meet at 101 S. First Avenue, Arcadia, for a luncheon as well as meeting.

There will also be a gift exchange to celebrate the holidays.



CRIB CROP

New Arrivals in the Sierra Madre Area

There are ten children now at the wonderfully busy home of Mr. and Mrs. Rudolph Lopez. Arriving at Saint Luke Hospital at 3:37 a.m. on November 28, little John Paul weighed 7 pounds 12 ounces.

Anxious to meet their new brother at their home, 435 Fairview Ave., Sierra Madre, were Suzanne, 15, Michael, 11, Anita, 9, Rosemarie, 8, and Thomas, 6 years old. Also Steven, 5, Julianne, 3, Richard, 2, and Mark, 1. Their proud grandparents are Mr. and Mrs. C. O. Bockelmann of Pasadena, and

Mrs. L. R. Lopez of Pecos, Texas.

Mr. and Mrs. Jerry Todd of Arcadia have a precious little package of T.N.T. at their home now. On November 29, they very proudly announced the adoption of Master Timothy Nickolas, who weighed 6½ pounds when he was born. The new little future athlete's father is gym coach at Pasadena City College.

The thrilled maternal grandparents are Mr. and Mrs. Ted Stetson of 639 Woodland Drive, Sierra Madre. The happy paternal grandparents are Mrs. Carol Wilson of Fullerton and Mr. Robert Todd of South Gate.

Golden Wedding Anniversary For Hugo G. Maurers

Mr. and Mrs. Hugo G. Maurer celebrated their fiftieth wedding anniversary on November 28 with an open house at the Woman's Club from 2 to 8. Their wedding in 1914 was in Detroit, Michigan, where they lived until moving to California in 1924. For the past 19 years, the Maurers have lived at 175 N. Mountain Trail.

Mr. and Mrs. Maurer have four sons and one daughter, all living in California. There are also 17 grandchildren and seven great grandchildren in this happy family. Mr. Maurer will be remembered as "Hank," who was in the hauling business in Sierra Madre, until his retirement seven years ago.

Among the many guests at the Golden Anniversary party were Mr. Maurer's sister, Mrs. Hulda Andrew, and her daughter from Texas. Also Mrs. Maurer's brother, Mr. Lee Kostrach and his wife of Port Huron, Michigan and Costa Mesa, California.

Begonia Society Meets Dec. 11

The San Gabriel Valley Begonia Society will meet on December 11, at 8 p.m. at the Los Angeles County Arboretum in Arcadia.

Mr. Tony Todaro of Garden Grove will be the speaker for the evening. He will speak on "Begonias in General" illustrated with slides.

Those planning to attend are asked to take a small toy or gift for the children in McClaran Hall in El Monte. They should be wrapped in Christmas paper as gifts. The society will then present them to the hall.

The installation of officers will take place at a banquet to be held at 8526 E. Valley, Rosemead. Mr. Clarence Hall will be the speaker for the evening. He will speak on his "Trip In Europe." There will be several prizes.

Make reservations by calling: Clarence Blough, ED 5-7656; Mrs. Small, MU 1-4764; Mrs. Steinhause, AT 7-5052; Vera Kaumann, 337-4383; Mrs. Ellau, HI 6-6854; Polly Johnson, GI 8-0495.



"MEMOS" FROM YOUR Stylist

by LOLITA

The perfect combination for keeping the human body in shape is exercise and rational eating habits. However, few people seem to have either the time or the inclination to exercise consistently and eat with restraint.

Exercise, whether it be sports, calisthenics or machine-type, should be engaged in with consistency. A frantic day of wild exertion can't make up for several months of inactivity. The same steady dedication to proper dieting must be observed if the individual is to assume and retain the figure desired.

From a shampoo to a permanent, outstanding stylists to serve you at PETITE BEAUTY SALON, 185 West Sierra Madre Blvd. Call ELgin 5-8041.

THIS WEEK'S HELPFUL HINT: Smooth, velvety skin can be had by rubbing cheeks, chin and forehead with a skinned avocado.

Sierra Madreen To Participate In Christmas Choir

Appearing with the Lewis and Clark College Chapel Choir in the annual Christmas concert December 13 will be Stephanie Turner, a freshman from Sierra Madre. Miss Turner is the daughter of Mr. and Mrs. Joseph N. Turner, 265 Rancho Road.

The concert includes music by the college and chapel choirs, bass ensemble, and combined college-community orchestra. As a special feature the combined groups will present sections from Bach's cantata "Unto Us a Child is Born."

BIG dividends are found in the Classified Ads

IT'S BEGINNING TO LOOK . . . A LOT LIKE CHRISTMAS -- and --

Gullett & Harris

have prepared for the season with the largest selection of wearables in the area.

Whether its Dresses — Coordinates — Sportswear — Sweaters — Blouses — Lingerie — Nitewear — Bags Or Costume Jewelry — You Will Find Selections From Top Resources — Known Nationally

Extra sales ladies to help make your selection or if you prefer to browse — just make yourself at home.

All purchases beautifully gift wrapped

Open Evenings Till Christmas

It pays to keep

Gullett & Harris

in mind

one kersting court

in sierra madre

355-1017

WE ARE LOOKING FOR

283 Telephone Directories

THAT'S RIGHT

— And we have a special interest in these particular directories because they have been GOOFED UP!

Differently than when the U.S. Mint or Printing Office makes mistakes on coins or stamps — these directories have no present value; nor will they ever become collectors items!

Of the almost 35,000 new telephone directories distributed recently to our Monrovia and Sierra Madre Exchange Subscribers we have learned that 283 of them have wrong covers on them or if the cover is right — the inside of the books is for the wrong area.

Please look in the front of your directory — and if pages 4A - 5A - 6A - 7A do not relate to your community — please call us and we will see that you receive a corrected copy immediately.

The sooner we find these directories the happier we are going to be.

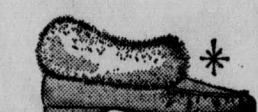
California Water & Telephone Co.

116 WEST LIME AVE.

TELEPHONE 359-8151



BROWN ROMEOS \$5.95



WOMEN'S FUR CUFFED SOLID COMFY \$6.95
Leather, Black, Light Blue, White, Made in England.

WOMEN'S SQUAW BOOTS \$5.95
White, Black, Natural, Turquoise. Sizes 5 to 10.



CHILDREN'S FELT AND LEATHER ZIPPER SLIPPERS \$1.95
Sizes 6 to 3

MEN'S NATURAL SHEARLING SOFTEE BOOT \$7.95

*** GIFT-STARRED Slippers * FOR ALL THE FAMILY**



Red & Blue BOOTEES Shearling \$5.45



COWBOY BOOTS
8½-12 \$ 7.45
12½-2 \$ 8.45
2½-6 \$12.95

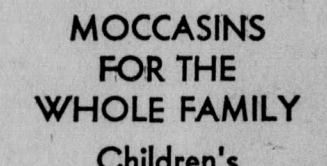
SOX
Men's Dress 1.00 & 1.50
Children's & Women's Cotton 39c to 45c
Children's & Women's Stretch Nylon Sox All Colors 69c
Fluffy Golf 69c to \$1
Knee Hi's \$1
Red, White, Navy and Black



WOMEN'S SHEARLING FLUFFS \$4.95
Blue and Red Sizes 5 to 10

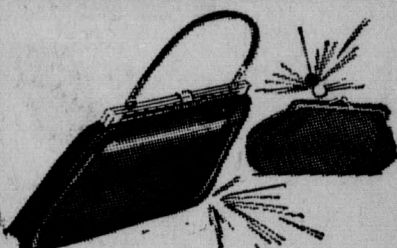


MUK LUKS \$2.45 - \$3.95
For Men, Women and Children



MOCCASINS FOR THE WHOLE FAMILY \$3.45
Children's
Adults' \$3.95

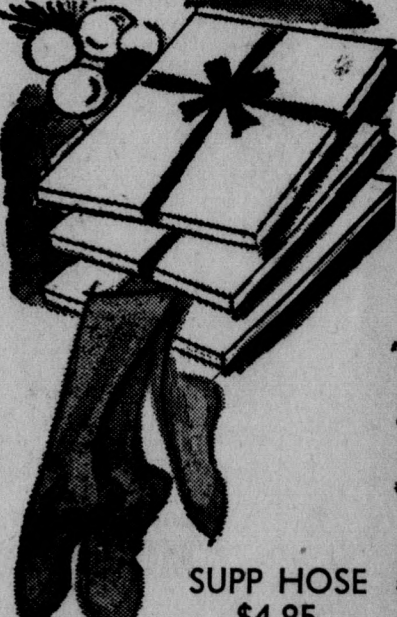
COME SEE OUR COMFY, ATTRACTIVE SELECTION NOW



HOLIDAY PURSES \$3 to \$11.95
Jewelled, Patents, Plastics, Etc. Small Purses for street and evening wear



MEN'S OPERAS \$5.95
Unlined or Fleece Lined



MOJUD NYLONS \$4.95
Fine Quality Hose in the Newest Shades. Seamless, Full-Fashioned, Demi-Toes Non-Run From 99c to \$1.65

Ralph's Shoe Store

41 N. BALDWIN AVE. SIERRA MADRE

EL 5-0479

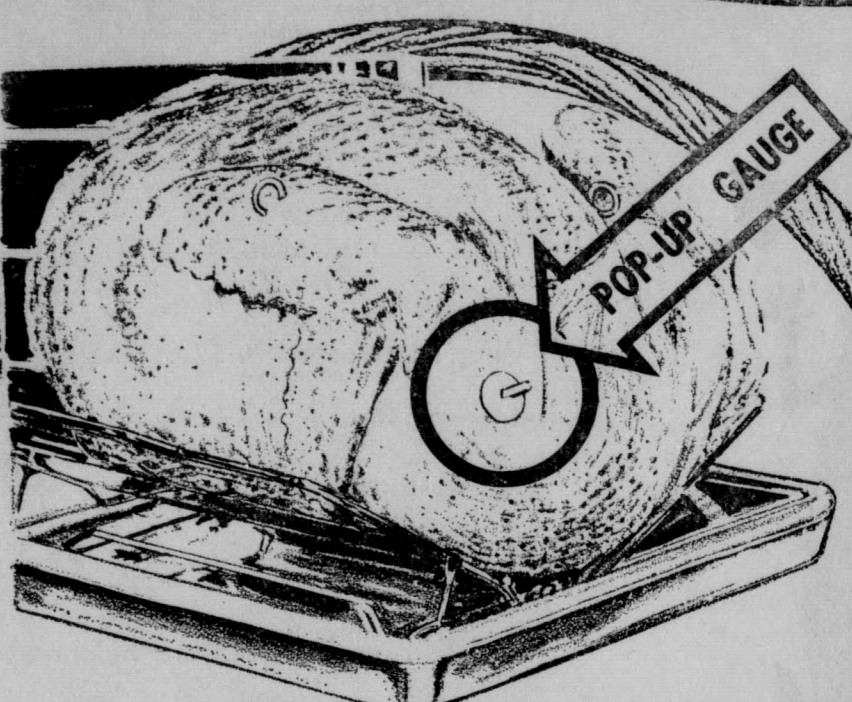
THE **Friendliest**
STORES IN TOWN

Ralphs

ANNOUNCE THE

CHAINWIDE **Ralphs**

BLUE
CHIP
STAMPS



TURKEYS
NORBEST BRAND U.S.D.A. GRADE A—FRESH FROZEN
TOMS 35¢ **HENS 39¢**

RALPHS PREMIUM QUALITY TURKEYS
with exclusive **POP-UP COOKING GAUGE**
TOMS 39¢ **HENS 43¢**

Grand

CELEBRATION
OF **Ralphs** BEAUTIFUL NEW
424 N. WESTERN AVE. STORE

Ralphs OWN USDA CHOICE BRISKET
CORNEED BEEF POINT CUT
FLAT CUT 79¢

MORRELL PRIDE **SLICED BACON** 1-LB. PKG. **59¢**
MORRELL PRIDE **SLICED CANADIAN BACON** 5-OZ. PKG. **59¢**

MORRELL PRIDE — REGULAR OR HOT
SAUSAGE ROLLS 1-LB. ROLL **35¢**

CERTI-FRESH FROZEN **FISH STICKS** 14-OZ. PKG. **59¢**
CERTI-FRESH FROZEN **PERCH FILLETS** 1-LB. PKG. **49¢**

Opening!

Ralphs PRODUCE
SWEET FULL OF JUICE VALENCIA
ORANGES

6 49¢

NEW CROP SOLID GREEN HEADS
CABBAGE 5¢

FANCY FLORIDA
CORN 6 49¢

NEW CROP JUMBO HARTLEY
WALNUTS 3 1.00

3 TO 4 FEET \$1.29
4 TO 5 FEET \$1.89
5 TO 6 FEET \$2.49
6 TO 7 FEET \$2.89

Outdoor Lights
STRING OF 25 INDIVIDUAL BURNING UL APPROVED \$2.89

Ralphs GROCERY
GLORIETTA
TOMATO JUICE

21¢

LUNCHEON MEAT
SPAM

39¢

SPRECKELS SUGAR

5 43¢

SAVE 8¢

Ralphs GROCERY
PACIFIC STA-CRISP
SALTED OR UNSALTED SODA
CRACKERS

19¢

Ralphs FROZEN FOODS

REGULAR FROZEN SWANSON

T.V. DINNERS

49¢

RALPHS SUPERB CATERING
ICE CREAM

69¢

GREEN BEANS

2 29¢

OH BOY FROZEN
PIZZA

39¢

GEORGIA GOLDEN SHORE FROZEN
SHRIMP CREOLE

89¢

CAMPBELL'S SOUPS

VEGETABLE BASE

8 1.00

TOMATO

9 27¢

RALPHS **MAYONNAISE** 16¢ QUART **39¢**

HORLICK'S NATURAL OR CHOCOLATE
MALTED MILK TABLETS 3½-OZ. **27¢**

Ralphs DELICATESSEN

RALPHS SLICED IMPORTED
COOKED HAM 4" x 4" SANDWICH SIZE 4½-OZ. PKG. **49¢**

RALPHS ALL MEAT
BOLOGNA SMALL CHUNK 1-LB. **49¢**

RALPHS FRESH
LIVER SAUSAGE CHUNK 1-LB. **49¢**

Ralphs FRANKS SAVE 16¢

39¢

DUBUQUE
CANNED HAM

\$3.49

MAZOLA MARGARINE SAVE 6¢ 1-LB. PKG. **29¢**

GEORGIA GOLDEN SHORE
SHRIMP COCKTAIL SAVE 47¢ 4-OZ. JARS **1.00**

SAVE 47¢ 4-OZ. JARS **1.00**

3 1.00

Ralphs NON-FOODS
AURORA
TOILET TISSUE

10 1.00

REGULAR OR LIVER
VETS' DOG FOOD SAVE 68¢ 1-LB. CANS **1.00**

REGULAR OR SUPER
MODESS SANITARY NAPKINS SAVE 6¢ PKG. OF 12 **39¢**

NU SOFT FABRIC SOFTENER 16-OZ. **47¢**

WHITE KING
WATER SOFTENER 57-OZ. **59¢**

AJAX
LAUNDRY DETERGENT GIANT PKG. **79¢**

THE **MOST** OF THE **BEST** FOR THE **LEAST** at **Ralphs**

THE **MOST** OF THE **BEST** FOR THE **LEAST**

Ralphs Trees! Trees! Trees!

WASHINGTON DOUGLAS FIR CHRISTMAS TREES

3 TO 4 FEET \$1.29
5 TO 6 FEET \$1.89
7 TO 8 FEET \$2.49

98¢

Outdoor Lights STRING OF 25 INDIVIDUAL BURNING UL APPROVED \$2.89
Indoor Lights STRING OF 15 INDIVIDUAL BURNING \$1.99
WHITE SNOW 10-OZ. AEROSOL CAN 49¢
LEAD ICICLES 5 25c PKGS. \$1.00
RALPHS FLYER
RED WAGONS EACH \$6.95
ADD TAX TO TAXABLE ITEMS PRICES EFFECTIVE THURS. THRU SUN. DEC. 10, 11, 12 & 13

HADLEY GIFT
Fruit Packs
1-LB. TRAY 98¢
2-LB. BASKET \$2.98
2½-LB. DATE BASKET \$1.49

Tops BY Deluxe
JUNGLE JACK OR FIRE CHIEF \$8.99
DELUXE BEAUTY PARLOR \$11.88
BONNIE BRIDE \$9.98
DEFENDER DAN \$11.98
CRUSADER 101, TIGER JOE, CANDY FASHION, JIMMY JET, NANCY NURSE OR SUZY SMART \$12.88

FOOD & TURKEY Gift Certificates AVAILABLE AT ALL RALPHS STORES

NIBLETS WHOLE KERNEL CORN 12-OZ. CANS **29¢** SAVE 13c

HUNT'S CLING HALVES or SLICED PEACHES 1-LB. 13-OZ. CAN **19¢** SAVE 8c

BUTTER 16-OZ. JAR **39¢** SAVE 14c

PRUNES SUNSWEET EXTRA LARGE 2-LB. PKG. **59¢** SAVE 10c

COFFEE CHASE & SANBORN 1-LB. CAN **75¢** SAVE 4c
INCLUDES "4c OFF"

NEW TURKEY STUFFING RECIPE 28-OZ. JAR **59¢**
Melt ¾ cup butter in large skillet, sauté 1 cup chopped onions. Add 12 cups bread cubes, one jar None Such Mince Meat (28-oz.), 1 tbsp. poultry seasoning. Add ¼ cup water. Toss lightly until mixture is moistened. Stuff loosely into turkey before roasting. Stuffs turkeys up to 12 lbs.

CHASE & SANBORN INSTANT COFFEE 6-OZ. JAR **95¢** SAVE 10c
INCLUDES "20c OFF"

Ralphs BAKERY

RALPHS FUDGE ICED 7-INCH 2 LAYER CAKE 9c
DEVIL'S FOOD CAKE 89¢
RALPHS MELTAWAY **COFFEE CAKE** 39¢
RALPHS **BRAN MUFFINS** 31¢

FREE HOLIDAY FILM

127, 120 or 620 BLACK & WHITE OR KODACOLOR FILM
ONE ROLL OF THE SAME FREE WHEN DEVELOPED AND PRINTED AT RALPHS
FAST SERVICE! NO MAILING!

FOR THE LEAST at Ralphs

CLASSIFIED ADS

WORK WANTED

ROOFING And All Repairs
JULIAN LA LONE
EL 5-9929

YOUNG mother wishes to do daytime babysitting in her home.
A:11-256-12-10

Gardening

Tree work - Maintenance
Free Estimates
SY 2-7617 or EL 5-3362

DAY work wanted, efficient, reasonable. Own Trans.
798-0292. A:12-10-12-24

HOUSE PAINTING
INTERIOR & EXTERIOR
355-0698
(Call evenings)

FAST fam. clothes - shirts ironed. Pick-up or U-bring Reg. customers wanted. Dressmaking, alterations.
724 N. Marengo, 792-1421
A:11-12-12-3

CUSTOM CEMENT WORK

Patio - Driveways
Pool Decking
Foundation & Pebble Work
HI 5-2201

RELIABLE lady will care for children eves. Own trans.
355-0089 A:12-10-12-24

FRENCH BASQUE GARDENER

Trimming & Pruning
Experienced
SY 6-0933

PROFESSIONAL HOUSE CLEANING

rugs & upholstery, shampooed windows & walls washed
Rates this month
Call MITCHELL at SY 4-3755

EXP. RELIABLE MAN

will Clean Walls, Windows & Floors - Residential or commercial bldgs.
Free Estimate 358-0649
A:4-9-11

• Wortham Decorating •
15 yrs. in Sierra Madre
"QUALITY PAINTING ALL-WAYS"
Free Estimates
EL 5-0696

YARD CLEAN-UP

Rubbish Hauling
Tree Work
Free Estimate
LOUIE OSTI
Anytime
EL 5-4379

CARPENTER Cabinet

Remodel Work
VERN EPPARD
791-3700

WALLS AND WINDOWS WASHED
FLOORS WAXED
HERMAN DAVIS
EL 8-7762
A:7-9-11

HELP WANTED

More Tupperware Dealers Needed
Rapidly growing business needs men and women, spare time or full time to show Tupperware, the leader in plastic housewares, at home parties. Make your own hours. Fun. Profitable. No experience necessary. For private interview call the distributor nearest you:
CIRCLE Y ENTERPRISES
1002 E. Chestnut Street
Santa Ana 547-6265
DARLING SALES
1821 South Myrtle
Monrovia 359-9397
HUNNING BOYD SALES
6210 So. Van Ness Avenue
Los Angeles PL 3-5231
SHAMROCK SALES
8925 East Garvey Avenue
So. San Gabriel 444-2803
TRACY SALES COMPANY
15215 Parthenia Street
Northridge 887-1551
VER-VON SALES, INC.
15518 Paramount Blvd.
Paramount ME 0-3942
ME 4-6174

GENERAL house work 2 morn. week. Call 356-1386
B:12-10-12-24

INSURANCE

FOR YOUR INSURANCE NEEDS
SEE NINA NEALE
NEALE AGENCY
20 NO. BALDWIN
EL 5-1406

MISCELLANEOUS

FOR SALE

Polaroid Camera - \$25
Slide Projector - \$25
Snare Drums - \$35
EL 5-1758

20" girl's Rollfast bicycle.
Excellent cond. \$15.
EL 5-6317 E:12-10

SILVER fox bolero. \$35.
355-3885. E:12-10

SIERRA MADRE CONVALESCENT HOME
24 hr. nursing care
Pvt. & semi-pvt. rooms
MAA & OAS patients accepted
94 N. Baldwin EL 5-8169
(new management)

NEW transistor radio w/ leather case. Amer. made.
½ price. 355-6319
E:12-3

EXPERT AUTO BODY WORK

Welding - Painting

NEW NOW!

Towing Service
24 HOUR

CLARKS

Paint & Body Shop
15 N. Auburn
EL 5-1755

Bill DING

THIS WEEK'S SPECIAL
STARTS DEC. 14

6 Foot Wood

STEP LADDER

\$6.95

Open All Day Saturday

MYRTLE AVE. LUMBER Co.
1525 SOUTH MYRTLE AVE.
Monrovia
Phone ELIOTT 8-1851

FACTORY SECONDS - Pick-

led melon rind, preserves, olives. Ward's Factory, 273 E. Highland. No deliveries.

FOR SALE

Sewing Machine \$35
RCA TV \$20
Hair Dryer \$7.50
Fur Cape \$20
Mechanical Drawing Set \$7.50
EL 5-8889

EXTRA SPECIAL! FOR CHRISTMAS!

GOOD TYPEWRITER
Standard or Portable
Regular Guarantees
Only \$45

C. A. Hawley

EL 5-9404 Eves.

DRAPERIES

Full bolt price on high style draperies give you approximately 50% discount off regular price at "CORAL 8 DRAPERIES." Some beauties worth \$7 yd. for only \$2.75 yd. Special price on sewing and hardware. Will bring samples to your home!

447-7556

HOLIDAY SPECIAL

Mop, Wax, and Buff
Kitchen floors
\$3 average
Also do Commercial
359-4351

LOST & FOUND

Lost

Bozo is the name. We have lost a pet, male mongrel dog, 2 yrs. old, pt. beagle, brown with dark stripes & spots. 9½" high, 22" long. Head, ears - beagle, long hair, natural very short tail - stub. Front feet set apart like Charlie Chaplin. All feet white. He is very friendly. Reward.

Phone EL 5-1197

PETS

GERMAN SHEPHERD puppies. Pedigreed. AKC reg. 6 weeks old. 331-2393
O:12-10

DRESSMAKING

EXPERT ALTERATIONS, also coats, suits & dresses made.
EL 9-3931

SERVICE

SIERRA MADRE TRANSFER moving. EL 5-3374
Local and long distance

Tax Collection Costs Remain Low

Efficiency in tax administration was demonstrated again this year, Richard Nevins, Southern California Member of the Board of Equalization, stated when he announced that his agency's cost of collecting state and local sales taxes remained at \$1.53 per \$100 of revenue received. This low cost of \$1.53 has maintained the trend of decreasing costs that began with the fiscal year 1953-54 when the cost was \$2.08 per \$100 collected.

In administering the one per cent local sales and use tax during the past fiscal year, the board distributed net proceeds of \$282,047,839 to the cities and counties. Administrative costs at a rate of 1.57 per cent had been withheld in September 1963 and 1.53 per cent thereafter. The excess deductions in September 1963 were refunded to the cities and counties.

Refunds totaling \$27,613.65 for the difference between administrative costs withheld and actual costs were mailed to California's cities and counties. The refunds in Southern California ranged from \$4,900.88 to the City of Los Angeles to \$1.01 to the City of Bradbury.

Sheriff Pitchess Urges Holiday Traffic Safety

The Christmas season, in addition to being the most joyous time of the year is also the most dangerous.

Sheriff Peter J. Pitchess, predicting December 1964 as the worst crime and accident month in history, noted that, "Alcohol, speed, darkness and pedestrian errors are the four major causes of holiday accidents that can be dealt with by an aware and alert public. These four ingredients can become a formula for death."

"The freeways will be particularly crowded, so if you plan to use them allow ample time to arrive at your destination. Drive with caution and courtesy, observing all speed limits, the rules of the road, and perhaps most important, the rules of common courtesy."

"This department's 5,000 man force has been alerted to the potential dangers of the season, and will be especially vigilant throughout the holiday period, but we need your help if the holiday season is to remain a time of happiness for us all."

SERVICE

SIERRA MADRE TRANSFER moving. EL 5-3374
Local and long distance

Two New Tracts Approved

Approval was given property owners on Foothill, Acacia and Camillo that release of the sewer line from the Sierra Madre Estates for their connection was given subject to the approval and final inspection of the Sanitation District. Final inspection is expected within two weeks.

Storm Drains

The Mayor and City Clerk were authorized to sign the contract with the firm of James Montgomery for the engineering of the complete.

Taxes To Be Delinquent After Dec. 10

Los Angeles County Tax Collector, Harold J. Ostly, collected over four and one-half million dollars, \$4,542,114, in penalties on delinquent payments last year.

The Tax Collector suggests you take your payment to the nearest post office where you can be certain that the envelope is postmarked on or prior to Thursday, December 10. Any payment postmarked after that time will require the additional payment of 6 per cent penalty. Dropping your payment in a corner mail box at this late date will not necessarily assure you of a postmark prior to the delinquency date.

There are still about 50,000 unclaimed bills in the Tax Collector's Office. These bills cannot be mailed because there is no mailing address or they were returned undelivered by the Post Office.

If you have not yet requested your tax bill from the Tax Collector, go to Room 130, Hall of Administration, Temple and Hill Street, Los Angeles to avoid the payment of a penalty. Failure to receive a tax bill does not relieve the property owner of the payment of penalty if the taxes become delinquent. If a bank or loan company pays your taxes or if you have recently requested a bill, you need not make a request.

The Tax Collectors is as anxious as you are to keep costs and delays to a minimum. To do so be sure your remittance is properly signed and in the correct amount for the installment being paid. Mail early and enclose the entire bill which becomes your receipt.

In recent days, the Tax Collector's Office at 225 N. Hill St., has been extremely busy because of people coming in to pay their taxes. You can avoid waiting in line by mailing your bill and payment to the Tax Collector immediately.

tion of all Storm Drains. This includes that which was passed by the Bond Issue of 1964 and the money derived from the special override levy for the past two years. This will correlate all work for completion before the rainy season of 1965.

Other Business

Other business to come before the Council was the permission by the Alverno Heights Academy for a Fiesta to be held April 24 and 25 between the hours of 10 a.m. and 10 p.m. both days, which was granted.

The "On Sale" license request of Frank and Teresa Daley at 320 W. Sierra Madre Boulevard was given a qualified informal protest by the Council, 3-2, on the grounds of saturation for the city and in the best interests of the community as a whole. Final approval or disapproval will come from the state ABC.

Due to further study the committee charged with the adoption approval for the County Health Code asked for an extension to January 12 for their recommendations.

Joint Meeting

A joint meeting between the Planning Commission and the Land Planning Associates was set for January 7, and the request for a topographical model at a cost of \$1,000 was denied. This meeting will be the time when the firm will present its plans to date for the development of the hillside property, known as the Willis-Bowman property to the north. The Appeal of denial of this subdivision was continued until the meeting of January 12 by the the Subdivider Henry McNulty, who is awaiting the recommendations of the Land-planning Associates.

The Treasurer's report was received as was all other reports from agencies which were noted and ordered filed and the council adjourned until December 22, which will be their final meeting of the year.

Seasonal Change

The small town of Hartford, Kentucky is well-remembered by tourists because of a large sign on the outskirts of town. It reads: "Welcome to Hartford, Ky. Home of 2000 Happy People and a Few Soreheads." Visitors during the Christmas season last year were even more impressed. Above the large sign was an additional sign: "Even the Few Soreheads Wish You a Merry Christmas!"

The real Bargains is the kind of insurance that can help keep the family safe

For a Merry Motoring Christmas!

BEST USED CAR BUYS

THE STRIKE IS ALL OVER
AND OUR USED CAR LOT IS CHUCKED WITH AN ABUNDANCE OF GOODS CARS . . . AND THE PRICE IS RIGHT
Now's The Time To Become a Two Car Family
Check These Excellent Buys Now

'59 RAMBLER 4 DOOR CUSTOM SEDAN, stick shift; overdrive - 4 brand new tires and one owner, 37,000 mile car	\$695	'63 BUICK SKYLARK HARDTOP COUPE, power steering, power brakes, power windows, bucket seats, 11,000 miles	\$2495
'63 OLDS SUPER 88 4 DOOR HARDTOP, full power, factory air conditioning, radio and heater, automatic transmission	\$2695	'63 PONTIAC BONNEVILLE SAFARI STATION WAGON; factory air conditioning, full power, luggage rack, like new condition	\$3295
'63 PONTIAC BONNEVILLE 4-DOOR HARDTOP, factory air conditioning; full power - like new in every respect	\$2795	'62 OLDS 98 HOLIDAY COUPE, factory air, full power, radio and heater, automatic transmission, one owner	\$2495
'62 BUICK SPECIAL DELUXE 4 DOOR SEDAN, factory air conditioning, power steering, automatic transmission, radio and heater	\$1995	'62 CHEVROLET IMPALA 4 DOOR HARDTOP, factory air conditioning, full power, radio and heater, automatic transmission, 4 brand new tires	\$2195
'63 CADILLAC COUPE; factory air conditioning, power windows, power seat, power steering, power brakes, truly magnificent automobile	\$3995	'62 CORVAIR MONZA COUPE, automatic transmission, radio and heater, white side wall tires, one owner	\$1295

Becherer Buick Inc.

840 WEST HUNTINGTON DRIVE -- MONROVIA, CALIFORNIA
359-3201

**BUY
SELL**

Phone
EL 5-3324

CLASSIFIED ADS

**TRADE
LEASE**

Phone
EL 5-3324

6-SIERRA MADRE NEWS Thursday, Dec. 10, 1964

EXPERT SHOE REPAIR

ORTHOPEDIC WORK OUR SPECIALTY
SHOES REPAIRED WHILE YOU WAIT
WE REFINISH OR DYE SHOES ANY COLOR

RALPH'S SHOE STORE INC.

41 North Baldwin

S&H Green Stamps
BankAmericard

355-0479

Final Sale

1964 FORDS

BRAND NEW and EXECUTIVE CARS

	WAS	NOW
Falcon Station Wagon	\$2800.30	\$2327.00
Falcon Futura Sport Coupe	\$3080.60	\$2541.35
Galaxie 500 2-Dr.	\$3324.10	\$2638.70
Galaxie 500 2-Dr.	\$3489.35	\$2767.62
Galaxie 500 4-Dr.	\$3762.75	\$2980.98
Galaxie 500 XL 2-Dr.	\$3887.75	\$3075.36

CARL HANSEN FORD

Sierra Madre's Authorized Ford Dealer — Complete Sales and Service
A Home Owned and Operated Institution in Sierra Madre for 27 Years,
Devoted to the Best Interest of Those We Serve!

EL 5-2321

120 W. SIERRA MADRE BLVD.

FOR RENT

FURN. cottage, cable TV, 2
sm. bdms. Walls-natural
wood finish. EL 5-6554
D:11-5f

Studio - 2 Story
2 bdms., 1 1/2 baths, air
cond., cable TV, conven.
location.
187 N. MT. TRAIL
EL 5-6589

LOWER front 2 bdrm. with
built-ins. \$110. 355-6922
D:12-3f

TIED OF NOISE?
New studio apt. (no one
living above you) 2
bdms., 1 1/2 baths, sound
proof insulation and air
conditioning, w/w car-
peting, drapes, built-in
range - oven. Children
welcome.
CALL EL 5-6554

DOWNTOWN cottage —
business or home. \$65.
EL 5-7196. D:10-8

SIERRA MADRE
Less than 1 Year old
STUDIO APT.
(No one living above you)
2 Bedrooms, 1 1/2 baths,
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New unfurn. apt., Gold
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D:11-19f

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Will make the down
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A few of the many excel-
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Sierra Mesa School.
Charming 2 BR, 2 bath
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HOUSE BEAUTIFUL
It's a joy to show this
Custom-built near-new 3
Bedroom, 2 bath home.
Central hall plan w/sepa-
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W/w & drapes. \$25,500.

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3 BEDROOMS — \$29,950
Plus big panelled family rm. with used brick fireplace.
Tastefully decorated and carpeted. Kitchen w/break-
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from this dramatic floor
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Gold wool w/w carpeting
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fast \$29,900.

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\$100 month steady in-
come on this close-in R-3
lot. Room for 4 units.
\$16,500.

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Year round mountain re-
sort, by running stream,
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Lodge, dance floor, cafe,
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ing 3 bdrm. plus guest
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increase with new per-
mit for 100 trailers! Mt.
Baldy area — \$160,000.

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3 rentals on two lots, in
good repair and all have
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income that can be in-
creased! Asking \$32,000.

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Spacious older 2-story
valley view, 200 foot
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Asking \$35,000.

THIS GOOD OLD HOUSE
has 4 bdms., plus sep.
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decorated, on lge. R-3 lot
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try offer below \$27,500.

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R-3 lots left in this area!
HURRY on room for 3 at
\$17,900, room for four for
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\$27,500, room for 12 at
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\$450 month including
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of gracious living on 1 1/2 acres, 7 baths, olympic
size pool, guest houses, maid's rm., 4 big bdms., 3
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All this for \$135,000. No address given — shown by
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3 tile baths, 1500 sq. ft. & natural kitch. w/bit-ins
169x16 master bdrm. 3 car garage, room for boat.
Million dollar valley and mountain views. \$34,750

EARLY AMERICAN
Small 2 bdrm. & den,
used brick exterior of
this distinctive home
invites you to enter.
Beautiful paneled liv.
rm. w/huge brick fire-
place, kitch. bit-ins,
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A REAL BUY
This 2 lge. bdrm. & den
has the Sierra Madre
charm you have been
looking for. Entry hall,
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brick fireplace & tri-
angle paneled picture
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rooms. Unfurnished. Asking
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offer.

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Beautiful 7 year old, shake roof ranch. 4 BDRMS., 2
baths, bit-in kitch., 15x28 living rm. with Palos
Verdes fireplace, wall of glass to party patio, garden,
terrific view. Quick possession. Hurry! This won't
last \$32,500.

Oriental Modern — 4 bdrm., 2 ba., bit-ins, central
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Communion At Faith Lutheran

The pre-Christmas Communion will be celebrated in the 10:30 Sunday morning worship service at Faith Lutheran Church, 845 Hastings Ranch Drive.

In continuing his series of Advent pulpit messages, the Rev. Armin Hesse will speak on the theme "Hearts Aglow — In Anticipation!" Commenting on this theme the clergyman states that "anticipation is not only a characteristic of children which is so evident during these pre-Christmas days, but it should be a characteristic of Christians in general and at all times. We constantly live in the advent of a more complete and perfect revelation of our Lord Jesus Christ!"

The Junior Choir will sing Ray Linson's arrangement of "Just As I Am."

President William E. Strampe last Sunday announced a brief meeting of the Voting Assembly in the church sanctuary immediately following this Sunday's service.

The Sunday school will meet at 9 for lesson study and for preparation of the 7 o'clock Christmas Eve service. Ten new pupils have been added to the roll

Following The Sabbath Worship

Following the worship, an Oneg Shabbat (Sabbath hour of fellowship) will be held in the social hall with Mr. and Mrs. Irvin Kaufman, Mr. and Mrs. Art Cohen, Mr. and Mrs. Harry Goldman, and Mr. and Mrs. Melvin Shryer, acting as hosts.

The prayer over the Sabbath lights will be offered by Mrs. Melvin Shryer, and members of the Temple Youth Group will participate in the reading of the service ritual.

Bethany

Dr. Robert N. Schaper, pastor of Bethany Church, 93 N. Baldwin Ave., in Sierra Madre, will preach on the theme, "Can We Trust Our Bible," at the 11 a.m. worship service this Sunday, December 13. This service will be the major part of the observance of Universal Bible Sunday which will be recognized in many churches throughout the world. On Sunday evening, at 7 p.m., a representative from the Gideons, the well-known laymen's group which seeks to place the Bible in public institutions, will have a part in the service. Dr. Schaper will continue his illustrated sermon series as part of his report of the world tour he and his wife took last fall.

The Board of Christian Education will culminate a drive for a charter membership in the Scripture Union Branch they are setting up at Bethany Church. Mrs. Lorraine Ashe, Branch Secretary is actively engaged in interesting individuals and members to participate in this systematic Bible reading program which now has 1,500,000 members around the world printing study notes in 140 languages. Membership is just \$1.50 for a full year which brings a study booklet bi-monthly to each member. More information can be obtained by calling the church office. The Prospector Sunday

Bible Lesson For Sunday Listed

God's perpetual care for man in all facets of his life will be the theme at Christian Science services this Sunday. The Bible Lesson is titled "God the Preserver of Man."

Golden Text: "The Lord is my rock, and my fortress, and my deliverer; my God, my strength, in whom I will trust; my buckler, and the horn of my salvation, and my high tower (Ps. 18:2).

Related readings from "Science and Health with Key to the Scriptures" by Mary Baker Eddy include these lines: "We shall obey and adore in proportion as we apprehend the divine nature and love Him understanding, worshipping no more over the corporeality, but rejoicing in the affluence of our God" (p. 140).

Your Inner Stability

"THE FAITH OF CHRISTMAS" is the subject of Dr. Barnhart's sermon December 13 at both the 9 and 11 a.m. worship services at the Santa Anita Church, 226 W. Colorado Boulevard, Arcadia. This is the second of a series of pre-Christmas subjects on the Power of Christmas. Child care is provided at both services.

Spiritual instruction for youth of all ages is held at 9 a.m. Sunday mornings. There are graded classes for children from kindergarten through eighth grade. Mr. and Mrs. C. A. Leach, Jr., sponsor the group from ninth through 12th grades and Mr. Norman Triggs directs the class for youth from 13 through 25 years of age.

Members of the board of trustees speak Tuesdays at 8 p.m. during December on "What Christmas Means To Me."

Every Thursday morning at 11 o'clock Dr. Barnhart conducts a Workshop For Better Living. Following the Christmas theme the subject will be "The Power of Annunciation" on December 10. The world-renowned Bob Mitchell Choir Boys will present a very special program for Christmas on Friday evening, December 18 at 8 o'clock. The public is most cordially invited to share in this rare Christmas experience.

Call HI 7-6162 for spiritual help day or night. THE SANTA ANITA CHURCH (non-denominational) 226 W. Colorado Blvd. Arcadia HI 8-8286

Church Notes

school class, taught by Mr. J. W. Moore of Sierra Madre will have their annual Christmas party this coming Friday, December 11. The party is entitled, "A Red-Carpet Christmas Party" and will be held in one of the local restaurants.

Almost 50 youth attended a Student Executive Workshop at the church last Saturday for a 3 hour session on "How To Be A Better Officer." Miss Roberta Carrington of Pomona First Baptist was the featured speaker.

It is pointed out that Bethany Church is an independent, interdenominational church, seeks to present the Gospel of Jesus Christ as the answer to the world's dilemma. Friends and members of the community are cordially invited to attend the services of the church beginning at 9:30 a.m. with Sunday school and throughout the day as well as other youth meetings and adult Bible Study services.

Hanna Hedblom Passes Away Friday, Dec. 4

Hanna Elizabeth Hedblom, age 83, passed away Friday, December 4, at the Sierra Madre Community Hospital following a brief illness.

Mrs. Hedblom, a resident of California for the past 43 years, was originally from Sweden. She had made Sierra Madre her home for the past 20 years and resided at 30 E. Carter Avenue.

Survivors include a daughter, Mrs. Herman Ohs of Siera Madre, and a son Andrew O. Hedblom of Santa Ana, and four grandchildren.

Services were held in the Ripple Mortuary Chapel, Tuesday, December 8 at 11 a.m., with the Rev. George W. Lindsay, interment at Mountain View Cemetery.

Attend the Church of your choice this Sunday

Receives 'Oscar' In San Francisco

Mr. and Mrs. Al Schwartz of 327 N. Lima, Sierra Madre, have just returned home from a marvelous expense paid trip to San Francisco, where Mr. Schwartz was honored by his company.

Mr. Schwartz is the local Fuller Brush dealer, and he walked away with the Branch Trophy in a recent contest where the competition was high. The contest covered all of Southern California with over 250 men competing for the coveted "Oscar." The awards dinner was held in the Fielding Hotel in San Francisco and the oscar plus a bond was presented to Mr. Schwartz at that time.

Mr. Schwartz reports that he is very honored, and that he worked hard, but never could have accomplished this honor without the support of his many loyal customers.

Sabbath Eve Services For Jewish Temple

Sabbath Eve Services at the Foothill Jewish Temple-Center, 550 South Second Avenue, Arcadia, will be held on Friday evening at 8:15 p.m.

Rabbi Max R. Wasser will officiate and Cantor Salomon Edelman will chant the liturgy of the service, accompanied by the Temple choir under the direction of Phil Deutchman.

This Sabbath will be marked at the Temple as Jewish Youth Sabbath, and Miss Libby Berger of the Los Angeles Jewish Youth Council will be the guest speaker and address the congregation on the subject: "Jewish Youth and its Affiliates."

Sabbath morning services will be held at the Temple on Saturday, beginning at 9:30 a.m.

SANDY SAVER SAYS:

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GOLD BOND STAMPS!

Your Dividend \$3.00

IN MERCHANDISE FOR EACH FULL BOOK OF STAMPS

The Merchant Listed Below Gives and Redeems Gold Bond Stamps

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SANTA SUGGESTS...START YOUR Christmas Stocking

EARLY...AND SAVE!

WESSON OIL
It's Highly Unsaturated
LARGE 24-OZ. BOTTLE
29¢
Save 10¢

CHUNK TUNA
Lucky Strike — Light Meat
6½-OZ. CAN
19¢
Save 6¢

AJAX DETERGENT
It's "Stronger Than Dirt"
GIANT SIZE INC. 7¢ OFF
49¢
Save 30¢

BISQUICK MIX
Betty Crocker's — 12 in 1
40-OZ. PKG.
35¢
Save 14¢

MEET SANTA AT SHOPPING BAG
From now to Dec. 23 Santa will be at the Shopping Bag every afternoon til 7 p.m. except Sunday.
Favors for the Kiddies

CHRISTMAS BONUS BUYS!

ORIGINAL ROGERS SILVERPLATE

Salad Set
Silverplated serving fork and spoon paired with a 10 inch fluted crystal bowl for handsome table or buffet service.
THE INTERNATIONAL SILVER COMPANY
WITH \$5.00 PURCHASE...**\$1.99**
Gift Boxed

DOMINION ELECTRIC Slicing Knife
Carve like a master chef... just guide this slicing knife. Light weight but powerful 22,500 r.p.m. motor... detachable 9 inch stainless steel blades.
MODEL 2803 FULL YEAR REPLACEMENT GUARANTEE
WITH \$5.00 PURCHASE...**\$14.29**
Purchase Excludes Fluid Milk, Tobacco or Alcoholic Products

POPULAR BRANDS Bacon Sale 59¢

Because of the current labor dispute involving the meat cutters, meat products are in short supply. We ask your cooperation in a continuing attempt to keep food prices down by planning your needs around the meat items that are in supply.

Boneless Festival Hams WILSON'S WHOLE OR HALF **98¢**

Pure Pork Sausage FARMER JOHN 1 LB. ROLL **49¢**

Pork Sausage Links FARMER JOHN 8 OZ. PKG. **25¢**

Brown 'n Serve Links SWIFT'S PREMIUM 8 OZ. PKG. **49¢**

Royal Puddings & PIE FILLINGS 5-OZ. PKG. **3¢ 25¢**

Chocolate Quick Hills Bros. Coffee 1-LB. CAN... **79¢**

Catering Ice Cream JERSEYMAID 1½ GAL. CTN. **59¢**

Long Grain Rice 40-OZ. PKG. **49¢**

Jerseymaid Butter GRADE A 1-LB. CTN. **69¢**

Colgate TOOTH PASTE
89¢ Value Family Size
2 \$1.00
PRO TOOTHBRUSH 69¢ Value... Special... **35¢**

Big Dollar Values!

Armour Beef Stew 24-OZ. CAN **25¢**

Welch's Grape Drink 64 OZ. CAN **35¢**

Mott's Fruit Treats 30 OZ. JAR **35¢**

Fancy Farms Tomatoes 2½ LBS. CAN **55¢**

Aurora Tissue 3-PLY 300-LB. CASE **55¢**

Dash Dog Food FROM ARMOUR NO. 1 TAIL CAN **65¢**

VON'S PRIZE PRODUCE... FANCY, FRESH AND FLAVORFUL

RED DELICIOUS Apples 4 LBS. BAG **39¢**

Salad Lettuce RED & BUTTER **2 15¢**

Jumbo Avocados FROM FLORIDA **19¢**

Potatoes U.S. No. 1 RED ROSE **5 35¢**

CHRISTMAS TREES \$1.29

GIFT PACKS
COME SEE OUR WIDE SELECTION
Gift No. 225 PLUMP CALIFORNIA ZAHEDI DATES 2½ LBS. IN WOVEN BASKET **\$1.39**

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845 Hastings Ranch Drive — Armin W. Hesse, Pastor
The Lutheran Church — Missouri Synod
9:15 — JUNIOR, YOUNG ADULT & ADULT BIBLE CLASSES
10:30 — SUNDAY WORSHIP SERVICE — Holy Communion (Nursery Care for Small Children)
A CHRISTIAN WELCOME TO YOU!

Sierra Madre Congregational Church
"The Church of the Singing Tower"
Church School 9:30 a.m.
Worship — 9:30 and 11:00 a.m.
"BORN OF A VIRGIN"
Rev. George W. Lindsay

"The Church of the Lighted Cross"

TRINITY PRESBYTERIAN CHURCH
Sierra Madre Blvd. and Hastings Ranch Drive
Rev. Donald H. Ostrander, Pastor

SUNDAY, DECEMBER 13
"OUR SHEPHERD LORD"

CHURCH SCHOOL & WORSHIP 9 & 10:30 A.M.
YOUTH FELLOWSHIP — JR. & SR. HI — 7 P.M.

The Santa Anita Church
226 West Colorado Boulevard, Arcadia HI 8-8206
Dr. Ethel Barnhart, Minister
Sunday, December 13, 9:00 and 11:00 A.M.
"THE FAITH OF CHRISTMAS"
BOB MITCHELL CHOIR BOYS —
Friday, December 18, 8:00 P.M.
Open to the public — free-will offering
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BETHANY CHURCH
(INTERDENOMINATIONAL)
Baldwin at Montecito Robert N. Schaper, Pastor
9:30 a.m.—Sunday School
11:00 a.m.—"Can We Trust Our Bible"
Universal Bible Sunday
6:00 p.m.—Five Christian Endeavor Groups
7:00 p.m.—"India and Pakistan"
Illustrated sermon

First Church of Christ, Scientist
186 W. HIGHLAND AVE., SIERRA MADRE
Sunday Service (small children cared for) 11:00 A.M.
Sunday School for pupils up to age 20... 9:30 A.M.
Wednesday Testimonial Meetings... 8:00 P.M.

"God the Preserver of Man"
READING ROOM, 22 N. BALDWIN AVE.
Saturday... 10-3 P.M.
Daily Except Sundays and Holidays... 12-5 P.M.

EPISCOPAL Church of the Ascension
N. Baldwin at Laurel
Rev. Harley Gibbs Smith Jr., Rector

SUNDAYS
7:30 a.m.—Holy Eucharist
8:40 a.m.—Morning Prayer
9:45 a.m.—Church School Classes
10:00 a.m.—Community Mass and Sermon

WEEKDAYS
7:00 a.m.—Holy Eucharist
2nd Eucharist, Wednesday at 9:00 a.m.

BETHANY Evangelical LUTHERAN CHURCH
La Tierra and Vinado on Sierra Madre Blvd. East Pasadena
Full Schedule Sunday School 9:30 A.M.
Worship Service 11:00 A.M. (Nursery Provided)

Sunday, Dec. 13
"Thy Kingdom Come"
Nells C. Carlsen, Pastor

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Swanson's Choice of Varieties 11-OZ. PKG. **49¢**
Save 16¢

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Sunshine State From Florida 6-OZ. Can **4 89¢**

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Country Fair Choice of Varieties 8-Inch, 24-Oz. Size **29¢**
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Beef, Chicken or Turkey Lots of Meat 6-Oz. Size **3 59¢**

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FULLY SEASONED—IN BUTTER SAUCE JUST BOIL IN THE BAG

Baby Limas, Broccoli Spears, Italian Green Beans, Mexican, Little Baby Peas, Medium Peas, Spinach, Mixed Vegetables or Sliced Green Beans.

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VON'S DELICATESSEN SPECIALS

ALL MEAT Franks 1-Lb. Pkg. **49¢**

JACK CHEESE 59¢

Jerseymaid COTTAGE CHEESE 25¢
Borden's Cream CHEESE 29¢
Van's Own FRUIT MIX 49¢
Neufchatel Cream CHEESE 29¢
20% LOWER IN FAT & CALORIES 85¢

★ ALTADENA
2408 Lincoln Ave.

Liquor Features

ROYAL VELVET STRAIGHT KENTUCKY BOURBON
86 Proof, 6 Yrs. Old **\$4.24**
Special Price, Save 40¢

ROYAL VELVET DRY GIN
90 Proof, Charcoal Filtered **\$3.49**
Special Price, Save 40¢

Seagram's 7-Crown Black & White Scotch
86 Proof, 12 Yrs. Old **\$4.49**
Special Price, Save 40¢

★ SO. PASADENA
1616 State St. (East of Fair Oaks)

Von's Bakery Specials

VON'S FRIED PIES Apple or Cherry, Baked **2 25¢**

SHEPHERD'S BREAD Big 1-Lb., 6½-Oz. Round Loaf in Poly Bag... **37¢**

VON'S SHOPPING BAG

Give Christmas Gifts in "Good Taste" With Our Christmas Gift Certificate Plan

Available in ANY QUANTITY and for ANY AMOUNT. JUST CALL... Virginia O'Neal (LI 3-8181) (LI 3-8181)

Happy HOLIDAY Eating

All Through the
Month of December
When You Shop Each
Day . . .



— PLACE ORDERS EARLY —
BAKED HAMS -- ROASTED TURKEYS -- FRESH TURKEYS
ROASTING CHICKENS -- DUCKLINGS -- OYSTERS

Our Meat Department will remain open and ready to serve you.
We have additional experienced meat-cutters to assure you fine
counter service.

We will continue to offer the same High Quality meats.

Thank you,
ROBERTS MARKET

Cary's 12-OZ. BTL. **29¢**
HIGHLAND SYRUP

Case-Swayne 29-OZ. CAN. **3 89¢**
Golden Pride YAMS

Hills Instant Coffee 6-OZ. **\$1.09** NET 10-OZ. **\$1.49** NET

Libby's 31-OZ. CAN. **5 19¢**
PORK & BEANS

Hi-C Grape or 46-OZ. CAN. **3 19¢**
Orange DRINK



Sweet Algerian **2 lbs. 29¢**
TANGERINES

Young Tender 1-LB. SACK **2 19¢**
CARROTS

New Crop Arizona 8-LB. SACK **59¢**
GRAPEFRUIT

Gold Medal Flour 10-lb. **\$1.09**

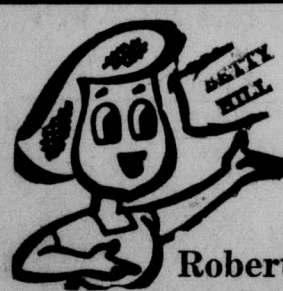
SCOTTISSUE SINGLE ROLL **6 69¢**

PUREX Liquid Bleach GALLON **59¢** NET

9 - Lives 6-OZ. CAN **8 100¢**
TUNA CAT FOOD

Armour
CHILI WITH BEANS
15 1/2-OZ. CAN **3 1.00**

Armour
CORNEED BEEF HASH
15 1/2-OZ. CAN **3 1.00**



DELICATESSEN
SPECIALS
Prepared Daily in
Our Own Kitchen
Roberts Homemade LB. CUP
ITALIAN STYLE SPAGHETTI **59¢**

Oscar Mayer
All - Beef Bologna 7-OZ. PKG. **29¢**
All - Meat

TILLAMOOK CHEESE
Medium Sharp **69¢** lb
Extra Sharp

Knorr's Golden 2-PAK PKG. **3 19¢**
ONION SOUP
FOLGERS COFFEE All Grinds (2 lbs. \$1.57) **79¢** lb

Nabisco Premium LB. PKG. **29¢**
SALTINES

Macomber's Pure Sweet 24-OZ. BOTTLE **4 19¢**
APPLE JUICE

Glorietta LG. 30-OZ. CAN **3 19¢**
PEACHES

Case - Swayne 15 1/2-OZ. CAN **6 19¢**
CUT GREEN BEANS

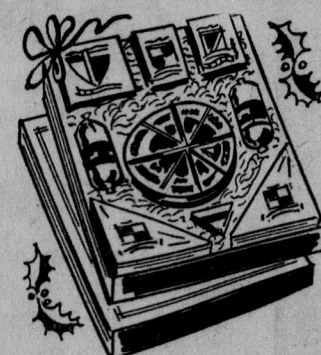
FROZEN FOOD SALE!

Stouffer's Serves Two
SHRIMP NEWBURG **\$1.59**
BAKED BREAST OF CHICKEN **\$1.79**
LOBSTER NEWBURG **\$1.99**

C & W
Petite Peas 10-OZ. **3 65¢**
French Beans 9-OZ. **35¢**
Chopped Spinach 12-OZ. **45¢**
Brocollettes 9-OZ. **3 89¢**
Chinese Pea Pods 7-OZ. **3 89¢**
ORANGE JUICE 6-OZ. CAN

PLACE ORDERS NOW
FOR EARLY MAILING . . .

BARHEE DATES -- NUTS
CANDIES -- CHEESE
PACKS --- PAPER GOODS



FRESH CHRISTMAS TREES
(In East Parking Lot)

POINSETTIA & AZALEA PLANTS

"Large enough to
serve you, small
enough to
know you"



Prices
Effective
Wednesday
thru
Saturday
Dec. 9
to
Dec. 12

Plenty of
Free
Parking
on
Our Lots



BASINGERS FLOWER SHOP

Plants — Corsages —
Funeral and Wedding Flowers

Flowers Wired Any Where
We Welcome Charge Accounts

Artistic, Thoughtful
Service

511 S. Myrtle Ave.
Monrovia
EL 8-4104
BankAmericard



PCC Art Council Presents Annual Christmas Show

Pasadena City College Art Council will present its annual Christmas exhibition in the student lounge of the campus center from December 7 to 17, from 7:30 a.m. to 8:30 p.m. daily, according to Lennox Tierney, chairman PCC Art Department.

The formal opening of the show was on December 7 from 3 to 4 p.m. with the showing of student work in ceramics, design, three-dimensional design, drawing, printmaking, photography, advertising, weaving, batik, jewelry, and painting.

The Art Council officers are as follows: Marcia Benke, president; Ted Freisen, vice president; Susan Willson, executive assistant, all of Pasadena; and Marilyn Yaffe, treasurer of Arcadia.

Art department faculty advisers to the council include Ed Traynor, John Opie, and Suzanne Bravender.

Holy Meaning of Christmas Expressed in Church Services

"And the angel said unto them, Fear not: for, behold, I bring you good tidings of great joy, which shall be to all people. For unto you is born this day in the city of David a Saviour, which is Christ the Lord."

Like the shepherds who left their flocks to seek the Babe of Bethlehem, men, women and children of this community will put aside not only their everyday concerns but the more immediate interest in tree-trimming and package-wrapping and go to find once again the holy meaning of Christmas, in special services held by local churches.

Many churches will proclaim the birth of the King of Christendom by solemn midnight masses. To commemorate the Nativity, Protestant churches will hold candlelight and communion services and children's programs.

The custom of saying mass at midnight derives from an old belief that Christ was born at that hour. Actually, mass may be said at any hour during the night before Christmas, and in some countries the first Christmas mass is said at four or five in the morning.

According to early Roman regulations, Christmas mass was celebrated "when the cock crows" — about three o'clock in the morning. Spanish-speaking people still call midnight mass "Misa de Gallo," while the Portuguese term is "Missa do Galo" — in both cases, "mass of the cock."

Candlelight services held in Protestant churches symbolize Christ as the light of the world, and the shining beams of the candles call to mind the Star that shone to guide the Wise Men.

Extending the spiritual side of Christmas are programs which include special sermons, reading the Christmas story, prayers, carols and the Sacrament of the Lord's Supper.

SIERRA MADRE NEWS—9
Thursday, Dec. 10, 1964

Packages Can Be Mailed

Post Office Open Sat., Dec. 12 For Mailing

Postmaster Charles E. Louk reports that the Post Office Department is confidently predicting that the volume of mail during this year's Christmas rush will hit a record high. "Actually," he says, "it's an easy prediction because mail volume has been rising at a rate of nearly three per cent a year for the past several years and this is most strongly reflected around the holiday season."

Well over 12 billion pieces of incoming and outgoing mail are expected to move through the system during December — with about ten per cent of the year's mail moving in less than three weeks.

The Sierra Madre postmaster reports that public cooperation is one important reason that post offices around the country are able to handle this huge mountain of mail in such a short period.

"Without the assistance of the public, we'd be in a jam. People who shop early and get their cards and parcels into the mails early make it possible for the holiday mail to be delivered on time. Imagine what it would be like if we were to get all the holiday mails the last week before Christmas."

In addition to early mailing, the postmaster has several other suggestions which will help the hard-working postal employees move this avalanche of mail. First, he recommends using ZIP

Codes which help handle the mails faster because of a new transportation and distribution set-up. ZIP code also helps clerks to identify receiving post offices when addresses are hard to read. During this time of the year, the faster mail is processed the better chance it has to make connections with outgoing trains, planes and trucks.

Postmaster Louk also recommends that all parcels be wrapped securely, packed tightly and that the address be included inside the package as well as on the outside. This helps assure delivery even if the outer wrapping comes loose. The Postmaster points out that "because ZIP Code on parcels usually means a more direct routing and less handlings, the chance of damage is drastically reduced."

Finally, Postmaster Louk says that the Sierra Madre Post Office will be open all day from 8:30 a.m. to 5 p.m. this Saturday, December 12 for the sale of stamps and acceptance of parcel post.

Special offer
from Dorothy Gray

SATURA

the true
moisture
cream

\$850 Size

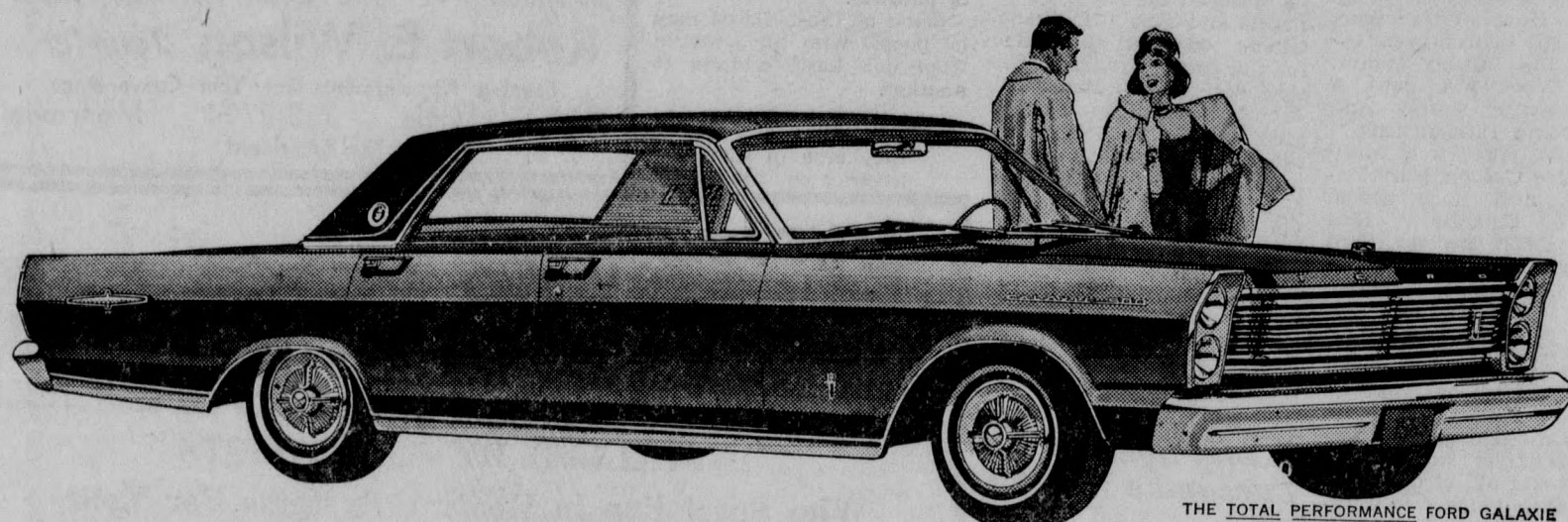
NOW \$600

Save on the gentle-mannered cream ladies prefer. Satura's humectant action aids in the prevention of dryness, gives skin a petal smoothness. Either of its formulas, with hormones or with Vitamin A, will help soften, smooth and moisturize as few other creams can. Discover Satura today at these savings.



Ladies choose Dorothy Gray

Hartman
Rexall Pharmacy
EL 5-3311 29 N. Baldwin



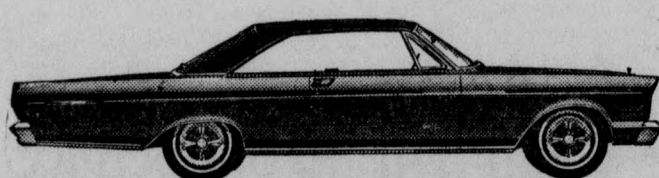
THE TOTAL PERFORMANCE FORD GALAXIE
500 LTD 4-DOOR HARDTOP

Now... look into the many worlds

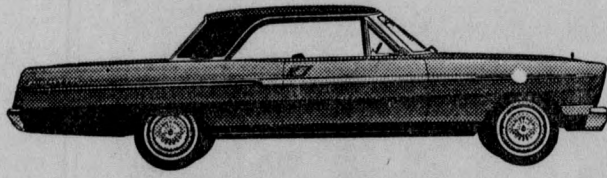


THE TOTAL PERFORMANCE
MUSTANG 2+2

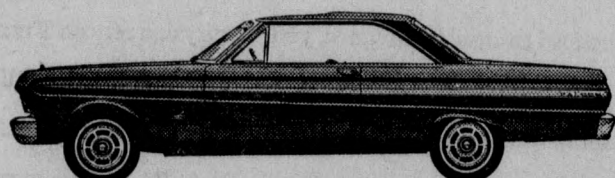
of Total Performance for '65



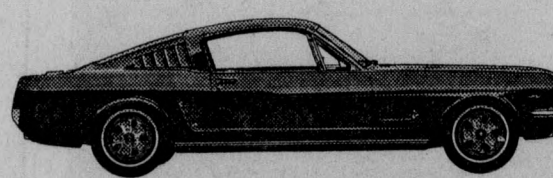
Total Performance 1965 FORDS... 17 solid, silent, elegant models... newest, smartest styled Fords in years... luxurious throughout... ultra-smooth ride. Five engines (V-8 power up to 425 hp), four transmissions... all at traditionally reasonable Ford prices.



Total Performance 1965 FAIRLANES... In eight models, and completely restyled... the middle-size Fairlane is more beautiful and an even better value now than ever before! New richness, comfort inside... new distinction outside. Choice of four engines, four transmissions.



Total Performance 1965 FALCONS... Now up to 15% greater fuel economy with 170-cu. in. Six, automatic transmission, improved engine efficiency, new low-profile tires. All 13 models feature plush ride—easy, responsive handling. Four engines, four transmissions.



Total Performance 1965 MUSTANGS... Remarkably popular Hardtop and Convertible models now are joined by a sleek new Fastback 2+2 (looks like a \$5,000 import, yet prices start at thousands less). Long list of luxury features standard on all Mustangs. Choice of four engines, three transmissions.

Best year yet to go Ford!
Test Drive
Total Performance '65

FORD

PRODUCTS OF Ford MOTOR COMPANY

Now On Display In Our Showroom

Carl Hansen Ford

Sierra Madre's Authorized Ford Dealer — Complete Sales and Service

A Home Owned and Operated Institution in Sierra Madre for 27 Years, Devoted to the Best Interest of Those We Serve!

EL 5-2321

120 W. Sierra Madre Blvd.

LEGAL NOTICE

CERTIFICATE OF BUSINESS FICTITIOUS FIRM NAME

THE UNDERSIGNED does hereby certify that she is conducting an Interior Decorating business at 291-A W. Myrtle Avenue, City of Sierra Madre, County of Los Angeles, State of California, under the fictitious firm name of INTERIORS BY IRENE, and that said firm is composed of the following persons, whose names and addresses are as follows, to wit:

Irene J. Ettinger, 291-A W. Myrtle Avenue, Sierra Madre, California
WITNESS her hand this 13 day of November, 1964

STATE OF CALIFORNIA }
COUNTY OF LOS ANGELES } ss

ON THIS 13 day of November A.D. 1964, before me a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared Irene J. Ettinger known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that she executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

ZANE GALCERAN
Notary Public in and for said County and State
My Commission Expires Oct. 2, 1967

Publish Sierra Madre News
Nov. 19, 26, Dec. 3, 10, 1964

STATE OF CALIFORNIA }
COUNTY OF LOS ANGELES } ss

IN THIS 23 day of November A.D. 1964, before me a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared Harry W. Pugh, Jr. known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

H. CLAY REAVIS
Notary Public in and for said County and State
My Commission Expires February 19, 1967

Publish Sierra Madre News
Nov. 26, Dec. 3, 10, and 17, 1964

STATE OF CALIFORNIA }
COUNTY OF LOS ANGELES } ss

IN THIS 25th day of November A.D. 1964, before me a Notary Public in and for said County and State, residing therein duly commissioned and sworn, personally appeared Edward N. Chapman, 430 E. Grand View Ave., Sierra Madre, California, known to me to be the persons whose names are subscribed to the within instrument, and acknowledged to me that they executed the same.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.

MARGARET V. ASCHER
Notary Public in and for said County and State
My Commission Expires June 13, 1966

Publish Sierra Madre News
December 10, 17, 24, 31, 1964

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Men...

Something She'll Remember
All Year . . . A

"Gift Certificate"

For Her Hair

\$10 \$25 \$50

by

160 W.
SIERRA MADRE BLVD.

MR. NORMAN
Hair Stylist

CALL NOW . . . EL 5-9294

Sierra Madre Chapter of Eastern Star Holds Installation of Officers

The Sierra Madre Chapter Order of Eastern Star No. 299 held its 55th installation of officers at the San Marino Masonic Temple on Saturday evening, November 21.

William Bowers, Past Patron, acted as master of ceremonies and welcomed those present.

The installing marshals were Laura Williams, P.M. and Mary Frances Fleming. They escorted the Worthy Matron Ella Rossel and Worthy Patron Goodrich Simmons and the 1965 Deputy Grand Matron Fay Prescott Past Matron of Santa Anita Chapter.

The installing officers were Florence Bowers, Alice Morrison, Ruby Simmons, Ruth Simpson, Sam Simpson, Leila Roberts and Grace Hinton, Past Matrons and Past Patrons.

The Holy Bible was brought in by Tillie Froehlich, P.M. with Bible escorts

Edith Hunter and Barbara Watson, Della Ann Black, P.M., gave the prayer.

Entrance of the 1965 officers were escorted into the chapter room by the marshals as follows:

Worthy Matron, Hazel Woodward; Worthy Patron, Marcus Woodward; Associate Matron, June Watt; Associate Patron, Ralph Holben; Secretary, Laurie Cooper; Treasurer, Arcelia Henderson; Conductress, Anna-belle Fox; Associate Conductress, Burnette Meeder; Chaplain, George Rossel; Marshal, Evelyn Giambruno; Organist, Alice Morrison.

The Five Rays of our Star, Adah, Patricia Twedell; Ruth, Harriet Beard; Esther, Grace Summers; Martha, Bernice Olson; Electa, Virginia Gustafson; Warder, Allene Welch, and Sentinel, Patricia Colbert.

The American Flag was presented by George Stewart, P.P.

Music was by Donna Wilson at the organ. The soloist of the evening was Evelyn Wrona, accompanied by Dorothy Harp at the piano.

After all officers were installed the Worthy Matron Hazel Woodward gave a very inspiring message and made some introductions.

The hostesses were Mary Stine, Dee Golden, Mary McMullen, and Irene Groen. General Substitute, Ella Rossel, P.M.; Ritualist, Sam Simpson, P.P.; Flag Bearer, John Gustafson; Organist, Donna Wilson.

The presentation of the gavel to the Worthy Matron was made by her husband Worthy Patron, Marcus Woodward. He made a few remarks after which Ruby Simmons, P.M., chairman of the dining room, was introduced and invited everyone for refreshments.

Christian Science Bible Lesson

"God the Only Cause and Creator" is the subject of the Bible Lesson to be read in all Christian Science churches this Sunday.

Golden Text: "Have we not all one father? hath not one God Created us?" (Mal. 2:10).

Selections from the denominational textbook will include: "The great I AM made all 'that was made.' Hence man and the spiritual universe coexist with God" (Science and Health with Key to the Scriptures by Mary Baker Eddy, p. 267).

Dental Society To Have Gala Affair

A gay Christmas dinner and an unusual entertainment program is foreseen when the members of the Woman's Auxiliary of the San Gabriel Valley Dental Society invite their husbands to enjoy the event with them at the Glendora Country Club, Tuesday evening, December 8, at 6:30 o'clock.

The Joseph Barkley's will entertain with vocal duets and lead the singing of Christmas Carols. The speaker, Mr. Dick Johnson, whose subject will be, "Marvels of the Mind," will perform experiments to demonstrate examples of extra sensory perception. He may perhaps use some skillful subterfuges to make every test a success for the entertainment of all. He will also bring Gigi his, "psychic poodle," as an added attraction.

Dr. K. P. Waterhouse and his talented combo will play for the dancing after the dinner and program.

The program chairman, Mrs. Richard H. Young will be assisted by Mrs. R. L. Arnett and Mrs. J. F. Frash. Others on the committee for the party Mrs. R. R. Sasaki, decorations; Mrs. W. F. Arnett, hospitality; Mrs. C. Menzies Clark, social arrangements and the special hostesses Mrs. J. W. Steele, Mrs. G. C. Naylor, Mrs. Calvin Young and Mrs. Lawrence Tasoff, president of the auxiliary.

All members are urged to attend and bring guests. For reservations please contact Mrs. A. N. Pederson of San Gabriel.

Leona Spencer Succumbs Nov. 30

Mrs. Leona Spencer, age 87, of 389 N. Sierra Bonita Ave., Pasadena, passed away November 30 at a Pasadena convalescent hospital after a lengthy illness. She was originally from Indiana, but had lived in California for the past 43 years.

Mrs. Spencer is survived by a daughter, Mrs. Roscoe Hollinger of Pasadena, and two grandchildren.

Private funeral services and interment were held at the Pasadena Mausoleum on December 2. Arrangements were made by Ripple Mortuary in Sierra Madre.

Use the Classified Ads and turn Your Used Merchandise Into Cash

New Residents In Sierra Madre

The city of Sierra Madre has recently welcomed the following as residents of the city:

Winifred Rogers, 237 Vista Circle Dr.; Gen Barrington, 666 Canyon Crest; G. D. Wright, 818 Alta Vista Dr.; Harry Nelson, 570 Brookside Lane; Stephen Y. Ascher, 1100 Oakwood Place; W. H. Jefferson, 205 S. Sunnyside Ave.; Richard L. Johnson, 397 W. Montecito Ave.

Also W. D. Iwan, 405 Adams St.; William S. Bunker, 450 Adams St.; Willard M. Mecum, 400 Adams St.; Dr. Russell C. Hunter, 222 Park Ave.; Nancy Kasper, 555 W. Montecito; C. C. Williamson, 440 E. Laurel Ave.; Robert Shapiro, 2072 Kaia Lane; Burch Kelley 380 Churchill Road; Ferenc Csesteri, 673 Brookside Ln.; Eugene Caplinger, 611 Manzanita Ave.

Also Stephen J. Cox, 143 N. Lima St.; James M. Hezlep, 34 W. Bonita Ave.; William G. Furst, 435 Adams St.; Arville E. Wade, 160 Holdman Ave.; F. C. Jefferson, 360 Sycamore Place; Edward Walling, 74 E. Sierra Madre Blvd., and Bill Sullivan, 120 S. Baldwin.

Some of those listed may be people who have moved from one local address to another.

NOW and makes sure they are in safe freeway condition.

Broken Organ

"Silent Night" was first sung at Christmas 1818. The church organ in an Austrian village had broken down—impaired by mice, so the story goes. Father Joseph Mohr wrote the poem and his organist, Frans Gruber, composed the music.

The congregation, which had been saddened because there would be no music for Christmas, sang "Silent Night" to a guitar accompaniment.

IN NORWAY

Norwegians hide an almond in the Christmas pudding. Tradition says the finder will be married in the next year.

10—SIERRA MADRE NEWS
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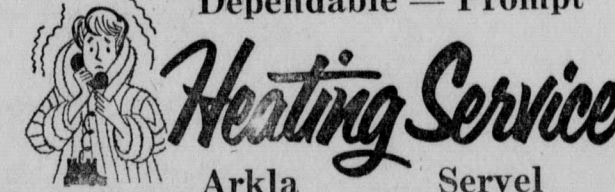
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ROSE HILLS

Editorially Speaking....

God Is Legal

After all its rulings against school prayers and such, the Supreme Court finally has agreed that God is constitutional. At least that would seem to be the proper interpretation of the Court's rejection of an appeal that the words "under God" be stricken from the pledge of Allegiance to the flag as used in public schools.

The action came in its refusal to hear an appeal from the decision of the New York State Supreme Court. The lower court had ruled that while the right to disbelieve in God is guaranteed by the constitution, "the First Amendment affords (such disbelievers) no preference over those who believe in God and (who publicly) choose to express that belief."

For once the atheistic minority has been told to pursue its disbeliefs in its own peace and quiet and not assume any inherent supremacy over those whose faith reaches beyond human and material horizons.

The Overriding Question

Further tax reduction, extending over a period of years, is a bipartisan pledge. During the campaign, it was stressed by candidates of both parties seeking office from the presidency on down the list.

So far, so good. But unless the warning signs now pointing to more inflation — which simply means more degradation of the already cheapened dollar — are recognized and acted upon, tax reduction may prove a cruel hoax. More dollars in our pockets do us no good if they buy less and less.

The first step is a balanced budget. That requires a top-to-bottom pruning of all government expenditures and all government activities which are nonessential. And this involves much more than sporadic efforts to increase administrative efficiency within various departments and to reduce the administrative overhead. The really great savings can be made, and only made, by rigorously excluding government from any field in which the need can be met by taxpaying private enterprise.

The outstanding example here is public, or socialized, electric power. Along with the tax reduction plans, it is proposed that expenditures for the Rural Electrification Program will be materially increased. Various socialized power projects, all subsidized in one way or another by the taxpayers, all contributing to the deficit, are sure to be urged. Yet the record shows, irrefutably, that there is no need for power anywhere that cannot be met, with maximum efficiency, by the heavily taxed investor-owned utilities.

Every federal appropriation should be examined with this question in mind: Is it necessary — can we do without it? If that question is honestly answered, the budget can be balanced and taxes reduced without opening the door wide to more inflation.

No Hope of Gain

"Five years of investigation, legislation, and regulation — and subjection to unprecedented public opprobrium — have not curbed the pharmaceutical industry's willingness to provide the nation and the world . . . with products which offer no hope of financial gain."

That is the lead to an article in the magazine American Druggist which deals with the drug industry's record of providing what are known as "service" drugs. These are drugs for which the market is minute, but which are of inestimable value to people suffering from rare ailments and the physicians who care for them.

The article lists 51 such drugs. Subsequently, the Pharmaceutical Manufacturers Association learned of two more. Most of them are needed by only a few thousand persons yearly — and some are produced for five or even fewer patients. It is impossible for the producing companies to recover costs, so they make the "service" drugs available at a nominal fee or simply give them away.

Most of the attacks on the drug industry and its profits conveniently overlook such important elements as this. It is certainly obvious that the drugs which have wide use must also carry the heavy costs of research work which comes to nothing. Research is at the heart of progress in this field. At the same time, it is a venture into the unknown, and the chance of failure is always great.

The drug industry's record, viewed in the whole, needs no apologies.

A Broken Promise

For sometime, reports from Washington forecast that the Administration would urge repeal of the retail excise taxes when Congress meets again. Now it's official. The President has stated that these taxes, often called "nuisance taxes," should be removed. Furthermore, said the announcement, this is a minimum goal. Other excise taxes may also be repealed or reduced.

For the most part, the retail taxes in question were war born. They were imposed as emergency measures, the general understanding being that they would end with war's end. But they remain on the books, all these many years after. And they are not confined to luxuries. They apply, usually at a 10 per cent rate, to cosmetics, toilet good, inexpensive as well as expensive jewelry, luggage and pocketbooks, and other items in universal use. Their repeal would not result in a great revenue loss to the government. And the increased purchasing of the goods involved would be a stimulant to business all along the line from factory to retail store, which is one of the Administration's often-stressed goals.

Beyond that, there is a question of justice — and, in this case, it is justice long-delayed. In effect, the government broke a promise to the public when it failed to bring about repeal after the emergencies ended.

Sierra Madre News

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R. Robert Evans } Editors and Publishers
Peggy L. Evans }
Dr. Henry V. Witly } Editorial Executive

NOTE—The opinions expressed in credited columns of the Sierra Madre News are those of the writers and do not necessarily represent those of the News. Letters addressed to the editor of the News are welcome, however, they must be signed with correct name of the writer. The writer's name will be withheld if requested. Individuals may feel free to express their ideas insofar as they remain within the bounds of propriety, however, letters attacking individuals or personalities will not be published. Subscription Rates: In Los Angeles County — \$3.00 per year. Elsewhere in the United States \$5.50 per year. Foreign Countries, Air Mail, Second Class, priced upon Application. 10 cents per single copy.



FREEDOM

At Any Price

By H. V. Witly

Who says the Chinese and Russians are enemies — (of each other)? The Chinese and Russians say so; the Communist Party, USA, says so; the American liberals say so. But, as pointed out by Warner and Swasey in US News and World Report, "When did either one of them (Chinese or Russians) ever prove he could be believed in dealings with the rest of the world? (It is said that of the scores of agreements with the United States, Russia has already violated 95 per cent of them.)"

The verbal war of Russia and China could be for the purpose of confusing and misleading us, to get us to help one of them, which would actually help both. "When two huge grindstones clash, it may be for the purpose of crushing something between them. One hundred and fifty thousand American casualties proved that in Korea."

Of course, the Chinese, the Russians and the Communist Party, USA, would be fully aware of the devastating effectiveness of such a strategy of deceit. It is the naive, deluded and witless liberals, being so anxious to coexist with the "lesser of the evils" who could never be expected to even suspect that they might appease and coexist themselves into the untenable position of being forced to rely on the hollow promises of one or both of their enemies.

In January of 1963, this columnist stated: "Freedom At Any Price forsee the next 12 months as a period utilized by Russian, Chinese and American Communists, one-worlders and neutrals to convince the American people that the Sino-Soviet split is deepening and will erupt into a gap so wide that China and Russia will find themselves at swordpoints."

"The 'magic solution' will be to give Communist China a seat in the United Nations. If it were not for the irreparable damage wrought by such deceptive thought manipulation, we could pass this twisted piece of thinking off as the joke of the century. However, let us hold our lighter moments for clowns or fools and let us not be deceived by murderers."

During the year 1964, Khrushchev followed Lenin's master plan of temporary co-existence with the United States while at the same time unleashing verbal blasts in the direction of Mao-Tse-tung. Mao exhibited complete understanding and cooperation by retaliating with China's first nuclear explosion and the United States fell into line in true liberal form by cooperating with both China and Russia — we ratified the Test Ban Treaty and sold wheat to the Russians.

By late 1964, Khrushchev had served his purpose. The shake-up in the Soviet high command was accomplished and Brezhnev and Kosygin took over.

It is the opinion of many political observers that Brezhnev - Kasygin leadership will be shortlived. However, this would fit in perfectly with a Communist plan to get China's foot in the United Nation's door — as an observer, of course! This couldn't be accomplished so easily if Soviet actions belied a policy of co-existence.

As 1965 rolls along, all

that need happen for "operation deception" to succeed is for the Russians to keep Soviet leadership in a state of flux and for the American liberals to allow China a foot in the U.N. door.

This accomplished, a new Soviet dictator, such as Mikhail A. Suslov, could emerge. Suslov is ruthless. He is known to be anti-American, anti-Western and an avid opponent of co-existence. A perfect partner for Mao Tse-tung!

All that need transpire (when the plum is ripe) to place Russia and China on the same team is a switch in Soviet high command!

"If Red China should ever be allowed a seat in the United Nations, the deep ideological gap, for all practical purposes, would heal into a united world Communist front bent upon total control of the free world!" — Freedom At Any Price, January, 1963 (—as true now as it was then!)

News of Our COMMUNITY

Going home from Sierra Madre Community Hospital on Tuesday was Mrs. Murphy Hines of 457 E. Grand View, Sierra Madre. She is convalescing satisfactorily from surgery she underwent during the past week.

Anticipation turned to realization for Mr. and Mrs. Harry Hancock of 2083 Corson St., Pasadena, when their first born a boy was delivered at Sierra Madre Community Hospital Sunday, November 22. His weight was 6 pounds 7 ounces and his parents chose for him the name Mark Edward.

Of interest is the race that had been going on between Mrs. Hancock and her sister, Mrs. John Perry of Huntington, West Virginia. However Mrs. Perry won the pennant when her son was born 24 hours earlier. Mrs. Alice McCormick, a nurse in the OB department at Sierra Madre Community Hospital was an anxious sideline observer as the race progressed to the finish. She is just the grandmother.

In Sierra Madre Community Hospital for treatment this past week was Mrs. Helen Bonn of 166 S. Baldwin, Sierra Madre. She returned to her home Wednesday morning.

The score for Mr. and Mrs. Alfredo Estrada of 2683 Olive Ave., Altadena is three boys and a girl. Their third son, Michael, was delivered at Sierra Madre Community Hospital November 22 weighing 8 pounds 7 ounces.

Mrs. Maurits Doppert of 110 Coburn Ave., Sierra Madre is recovering satisfactorily from an appendectomy at Sierra Madre Community Hospital during the past week.

Introduced to her new home at 213 E. Floral St., Arcadia, the day before Thanksgiving was Mary Carol Nielson whose parents are Mr. and Mrs. Gerald Nielson. Her birth date at Sierra Madre Community Hospital was November 23 weighing 9 pounds 2½ ounces.

BIG dividends are found in the Classified Ads

OUT OF THE COBWEBS

10 Years Ago: December, 1955

A sketch of Sierra Madre's entry in the Tournament of Roses Parade shows Balboa, discoverer of the Pacific, with his back to the past and his face to the west and the future — which includes modern bathing beauties. The float is being decorated by more than 100 volunteers — no paid or professional help is employed, so it will be a genuine community project.

The population of Sierra Madre will grow to 12,000 or more by 1980, more schools will be needed and the city will probably have to install a complete system of sewers. The population estimate, presented by City Administrator Lawrence Bevington, was based on a survey of available space here. Mr. Bevington said he expects four new subdivisions to be built north of Grand View and east of the Sierra Madre Canyon. Additional space is available for more housing on Highland near Michillinda, and there are many large lots in the city that could be divided.

Mr. and Mrs. Frederick Roess were guests of Mrs. Roess' son and daughter-in-law, Mr. and Mrs. Carl Young in their Playa-del-Rey home for Thanksgiving. Later in the day the Roesses attended a party in the Bel Aire home of Mr. Roess' son-in-law and daughter, Mr. and Mrs. Ray Oelschlager.

20 Years Ago: December 7, 1944

The greatest mass sale of War Bonds in any one day since this country was forced into the present world conflict is expected for today, the third anniversary of the infamous Jap attack on Pearl Harbor.

The lodge room of the Masonic Temple was filled to capacity Monday evening to witness the installation of officers-elect of the Order of Easter Star. The event was characterized by thoughtfulness, beauty, color and sincerity. The theme of trees, with fuchsia and chautreuse, was beautifully woven into all appointments and pageantry.

30 Years Ago: December 14, 1934

Sierra Madre is to have a post of the Veterans of Foreign Wars. At a meeting of Spanish American and World War veterans at the City Hall on Monday night it was decided to form a local post and an application for a charter was prepared.

An old-fashioned church Sunday school program was the setting for a novel Christmas program given at the Friendship Club Monday evening. Each member was presented with a small gift package, which when opened revealed the refreshments. The most embarrassing and other moments of interest in the lives of the members were told, furnishing a most enjoyable evening.

The Sierra Madre Parent-Teachers Association will hold its Christmas meeting next Wednesday. The Mothers' Chorus, under the direction of Mrs. Myrtle Hill, will render a program of Christmas carols. "Christmas songs of Other Lands" will be sung in German, French, Spanish and Scotch solos.

40 Years Ago: December 12, 1924
Plans for the Fourth Annual Community Christmas

Tree and celebration are rapidly assuming definite shape under the general management of Marshall A. M. Udell, who was placed in charge by the Firemen's Club. The celebration will be held on Christmas night at 7 o'clock in the park and it is expected that all churches and civic organizations in Sierra Madre will join in one way or another.

A Ford ad appearing in the December 12, 1924 issue of the News. Effective December 2nd, Ford Motor Company announces new low prices on all Ford cars. They are: Runabout, \$260; Touring Car, \$290; Coupe, \$320; Tudor Sedan, \$580; Fordor Sedan, \$660; Chassis, \$225; Truck Chassis, \$365.

Building Permits Coming Up

Total number of building permits issued for the month of November include 25 permits, valuation \$156,228. Number of dwelling units 7 singles, valuation \$140,300.

Street, electrical and plumbing permits 33, fees collected \$540.60.

Plan check and permit fees \$1,668.75. Business license fees collected for the month of November, \$793.35.

Comparison of building for the 11 months of 1964 show \$1,960,926 and for the same period of 1963, \$2,296,415.50.

Dog licenses issued for November 28, \$104.50. Bike licenses, 3, 75 cents.

'The Messiah' Presented Dec. 10

A special Christmas program featuring Handel's "Messiah" will be presented on Thursday, December 10, by Mrs. Ursula M. McTeague at the Pasadena Public Library where she teaches music appreciation classes weekly from 2 to 4 p.m.

The history of the oratorio, biographical notes on the composer, and recordings of highlights from this most famous and seasonable oratorio will be featured. All music lovers in the area are welcome.

IN DENMARK

A Danish Christmas custom is the "Jul-bock," a long pole with a goat's head, whose duty it is to butt in when the children misbehave.

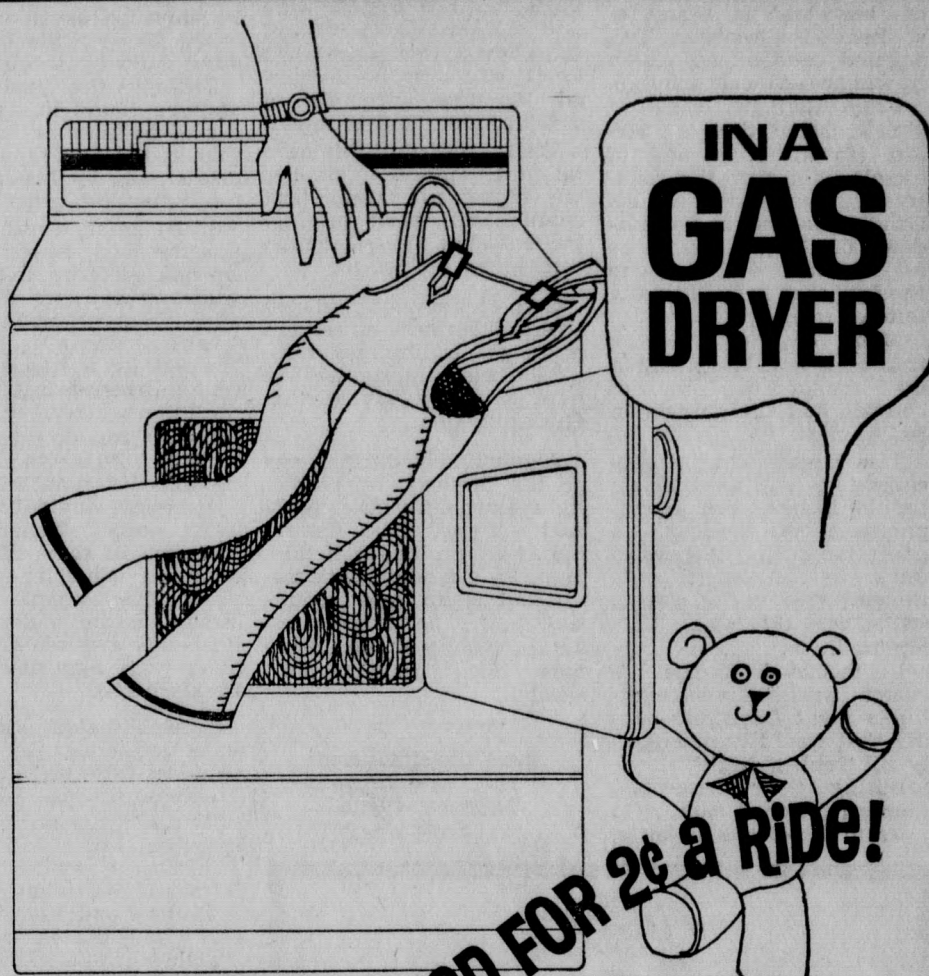
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Thursday, Dec. 10, 1964 SIERRA MADRE NEWS—11

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Candles Cast Festive Glow On Traditional Yule Scenes

Candles have cast a glow over Christmas festivities for centuries.

One of the very earliest of legends tells of the Christ Child wandering the streets of the world in search of shelter on Christmas Eve. Lighted candles are placed in windows to welcome Him.

From Germany comes a similar belief that the Virgin Mary and a host of angels pass over the countryside each Christmas Eve. Candles are put in the windows of German homes as an invitation and guide to the food that is traditionally left for them.

Many of the Christmas traditions that have sprung up around the use of candles had their origin in pagan rites.

The pagan Yule, nearly coinciding with today's date for Christmas, was accompanied by the burning of a giant log during the twelve days in which it was thought that the sun stood still. From this stems Yule log tradition.

In medieval Europe the custom arose of also lighting a giant Christmas candle that would burn brightly till Twelfth Night.

During their Saturnalia Romans fastened candles to trees to dispel the darkness,

thus indicating the sun's return.

There is an old story that Martin Luther brought a fir tree into the nursery one Christmas Eve for his wife and children. To show them the glory of the night when Christ was born, he decorated the tree with lighted candles, representing stars.

Today, electric lights have taken the place of candles on Christmas trees, but candles still burn brightly in churches and homes throughout the world.

One of the most impressive holiday uses of candles is in the candlelight carol and communion services held in many churches at Christmas time.

Appropriately enough, one of the loveliest of candlelight ceremonies takes place each year at the Central Moravian church at Bethlehem, Pa. Complete with traditional organ and orchestral music, the program includes reading of the Christmas story, prayers and carols.

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BALLINGS FOR CHILDREN
401½ S. Myrtle 358-6164 Monrovia

Santa's Busy But He Has An Abundance of Help

Even though Santa is sometimes pictured as traveling by rocket or by jet plane, his favorite mode of transportation still seems to be the famous reindeer-drawn sleigh. The only wonder is that he can remain as jolly as he traditionally is, when he has to cover the world in one night, delivering gifts by the billions.

Perhaps the explanation may be found in the number of helpers he has, and also in the fact that Christmas Eve is not his only day for delivering gifts. St. Nicholas, a real bishop, was the first "Santa." Many legends grew up around his name, and many centuries after his death on December 6, about 342 A.D., he was honored as a friend to the young. December 6 became "Children's Day," and St. Nicholas, traveling by horse, brought gifts to reward children for good behavior.

Although Santa has to a large extent replaced St. Nicholas, in some European countries children still await the arrival of the bishop on the night of December 5, and set out shoes filled with hay and carrots for his horse.

In Scandinavian and some other countries, Santa gets an assist from St. Lucy, who is responsible for the distribution of gifts on her day, December 13.

Christmas comes after Christmas to many homes in France and French Canada, where the old tradition of giving gifts to children on New Year's Day is observed. There's a resemblance to Christmas in the placing of gifts beside the fireplace, often in stockings.

Even then, the Santa season isn't finished. Many Spanish children expect the Three Kings to bring them gifts on Epiphany, January 6. They, too, set out shoes

filled with straw and grain for the horses the Kings ride.

Whatever the gift-giving date, Santa has a host of helpers to lighten his load. In addition to St. Lucy, Scandinavian countries have the Tomtar, little gray-bearded men who are said to hide gifts for boys and girls on Christmas Eve. The Christ Child or Kristkind brings the gifts in many countries.

In Italy, the traditional gift-giver is Befana, sometimes described as a benevolent fairy and sometimes as a witch. Legend says that she misdirected the Magi or that she refused shelter to the holy family. Now she goes around the world, in repentance, seeking the Christ Child and doing good to children on Christmas Eve.

Altadena Rose Float

float builder, will use more than 10,000 red and yellow roses to decorate the float, along with chrysanthemums, ferns, and actual fir trees and cedar boughs from the forest.

It is quite appropriate that this Southern California community salutes and headlines the national forests, since the Angeles National Forest is a close neighbor to Altadena at the foot of the San Gabriel Mountains. The Angeles National Forest is one of 154 National Forests in our Nation, and one of 17 in California.

Altadena is one of the oldest entries in the Pasadena Rose Parade, having entered its first float in 1906. The 1965 float is 50 feet long, 20 feet wide, and 17 feet tall.

Altadena asks everyone to "Protect... Enjoy... Keep Clean" their national forests.

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Christmas

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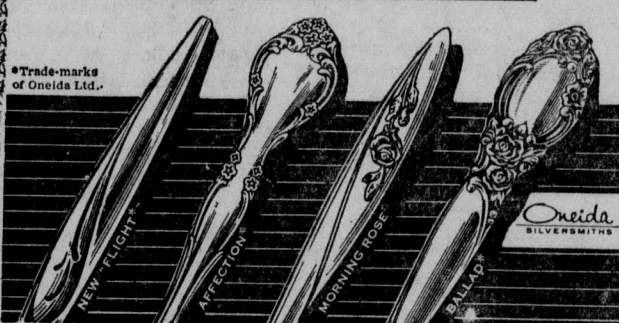


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2 teaspoons, 1 place knife,
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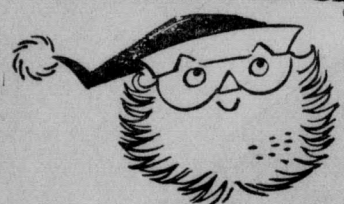
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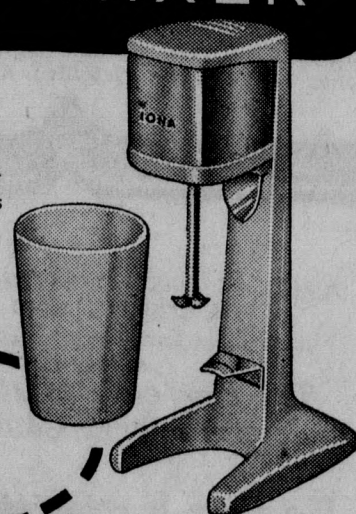
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Make carving easy with the new No. 641 Deluxe ROBESON Electric Slicing Knife. Slices meats, fish, poultry, cheese, vegetables... thick or thin. Easy to use blades. Designed for getting in and around bones.

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Two-Hour Parking In Effect

position from the standpoint of the general public welfare would be compliance to the Ordinance as opposed to parking ticket issuance.

These statements are made by the Department to advise motorists of the Ordinance and the underlying philosophy of limited time parking, and further to advise that the Ordinance will be enforced.

The Merchants Division of the Sierra Madre Chamber of Commerce has voiced its concern in this critical area of availability of parking spaces and has requested that the Police Department

devote as much time as possible to reduce the instances of overtime parking violations.

As a matter of general information, we would like to remind the motoring public that the South Baldwin Avenue city lot and the Auburn Avenue city lot are excluded from the overtime parking section and long term parking is permitted in these two lots.

Parking restrictions are in effect and will be enforced on all streets in the commercial area as well as the North Baldwin Avenue city parking lot.

VENT

for the "other side" by "VAN DYKE"

Rumblings are being heard and read about here and there that Ronald Reagan should run for Governor at the next election. He is supposed to have the qualities as well as the necessary following to win such a contest. —Ouch...

I grant that Reagan is a very nice fellow, clean-cut besides and a good actor as well — but what qualities has he ever shown to run this state, or any office for that matter? The only thing

that brought him into the political bright lights was his fanatical fight against Communism — even before the Birch Society was born — and then his campaign work and speeches for Goldwater. One would think that this is enough to disqualify him on two counts!

The Republican Party will certainly have learned enough NOT to offer anybody else as a candidate who has almost become a symbol of ultra-rightism. At least George Murphy proclaimed everywhere that he did NOT share all the views of Goldwater and withheld his opinion on Proposition 13. The logical man to beat the Democratic incumbent in my estimation would be Senator Kuchel who had shown his strength against Gov. Brown before and would have won during the Goldwater fiasco probably too.

President Johnson apparently tried to tell Gov. Brown what many Californians tried to tell him before — forget Washington and be a Governor! Only, it must have hurt so close to the goal and when the alternate is a THIRD term. I don't think there is much chance for Brown to be a Governor again — some body in the Democratic Party should initiate a "No Third Term" rule for the party or legislature.

I think that Gov. Brown also contributed towards the success of Proposition 13. Although his fight against its passage was well intended, he made it a party issue and emphasized "hatred and bigotry," instead of ignorance as to the meaning and the consequences of the initiative.

It is frightening how often we read today that a group of people have watched another person being beaten or even killed in front of their eyes — without helping him or calling for help. No one wanted to be a "good Samaritan" and get involved. Has our Space and Machine age made us so callous that we no longer consider another man our FELLOW-man? Has the attitude of so many, that foreign nations should shift for themselves and leave us alone to worry about America only, affected individuals to think that they are no longer "their brother's keeper"? Going to church singing the hymns and citing the Creed may give us religion — but "ethic religiousness" can only be experienced through deeds of love and deep concern for the welfare of mankind — all manifestations of it for that matter.

We are very much in need of a new state of mind, new mental attitude... a beginner, let us resolve the face of so many cases of brutal non-action, to do vote ourselves that more to all who need help and whom we can help. Don't wait until Christmas to feel its "spirit" — let be yours all year around!

Elementary School Menu

DEC. 14 - 18

Monday — Frank at tater pie, stewed tomatoes, celery sticks, apple sauce, dilly roll.

Tuesday — Hamburg with lettuce and tomato slices, diced peaches, rang, cookie.

Wednesday — Spaghetti green beans, cottage cheese on lettuce, plums, whe muffin.

Thursday — Oven fried chicken or roast beef, potatoes, cole slaw, mixed fruit — banana slices, raisin butter bread.

Friday — Oven grill fish, hash brown potatoes, buttered carrots, red jelly with pineapple tidbits, Christmas cookie, French bread and butter.

Each lunch must contain one-third quart of milk and two teaspoons of butter.

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Baldwin at Montecito

REV. ROBERT N. SCHAPER, Ph.D.
9:30 a.m. Sunday School
11:00 a.m. Morning Worship
7:00 p.m. Evangelistic Service
6:00 p.m. Christian Endeavor Societies

BETHANY LUTHERAN CHURCH

Corner of LaTierra and Viendo on Sierra Madre Blvd. East Pasadena

REV. NEILS C. CARLSEN, Pastor
9:30 a.m. Sunday School
11:00 a.m. Morning Worship
6:30 p.m. (2nd & 4th Sundays) Luther League
7:30 p.m. Wednesday Bible Study

CHURCH OF ASCENSION (EPISCOPAL)

North Baldwin at Laurel

REV. HARLEY GIBBS SMITH, JR., Rector

SUNDAYS
7:30 a.m. Holy Eucharist
8:40 a.m. Morning Prayer
9:45 a.m. Church School Classes
10:00 a.m. Community Mass & Sermon

WEEKDAYS
7:00 a.m. Holy Eucharist
2nd Eucharist, Wednesday at 9:00 a.m.

CHURCH OF THE NAZARENE

191 W. Sierra Madre Blvd.

REV. J. P. STOCKETT, Pastor
Sunday Morning Bible School 9:45
Morning Worship 11:00
Young People's Service 7:00 p.m.
Mid-Week Prayer Meeting 7:30 p.m. (Wednesday)

CONGREGATIONAL CHURCH

"Church of the Singing Tower"

Sierra Madre Blvd. at Hermosa
REV. GEORGE LINDSAY, Minister
Morning Worship: 9:30 & 11 a.m.
Church School: 9:30 a.m.
Jr. and Sr. Hi: 7 p.m.
College Age: 8 p.m.
Niners: 4 p.m.

FAITH LUTHERAN CHURCH

MISSOURI SYNOD

835 Hastings Ranch Dr.

A. HESSE, Pastor
9:15 — Sunday School & Bible Depts.
Worship Hour
10:30 — Sunday Morning

FIRST CHURCH OF CHRIST, SCIENTIST

186 W. Highland Ave.

Sunday School for Pupils up to age 20
9:30 a.m.
Sunday Service and Child Care 11:00 a.m.
Wednesday Evening Testimonial Meeting 8:00 p.m.
The Reading Room at 22 N. Baldwin Ave.
Open Daily Except Sundays and Holidays from 12 to 5 p.m.

FOOTHILL JEWISH COMMUNITY CENTER OF TEMPLE BETH ISRAEL

212 N. Lima St.

DR. CHARLES W. STECKEL, Rabbi
SOLOMON EDELMAN, Cantor
Friday Evening Services 8:30
Saturday Morning Services 9:00
Tuesday Evening Adult Class 8:15
Sunday School 10 a.m. (Sundays)
Hebrew School Monday Thru Thursday 4:00 to 6:00 p.m. — Age 8-14
Sundays for Adults 10:00-12:00

SIERRA MADRE METHODIST CHURCH

West Sierra Madre Blvd. at Michillinda

REV. MARK TROTTER, Minister
Sunday Services at 9:30 and 11 a.m.
Sunday School 9:30 a.m.

ST. RITA'S CHURCH

318 N. Baldwin Ave.

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FR. JAMES WALSH, Assistant
Sunday Masses 7, 8, 9:30, 11 a.m. 12:15 p.m.
Holy Days 6:00, 8:00, 10:00 and 6:30 p.m.
Daily Masses 6:15 and 8:00
Devotions Wednesday evenings and first Friday evenings at 7:30

TRINITY PRESBYTIAN CHURCH

Hastings Ranch Dr. and Sierra Madre Blvd.
REV. DONALD H. OSTRANDER, Minister
9 and 10:30 a.m. Church School
9 and 10:30 a.m. Worship Service
7:00 p.m. Youth Fellowship

Thursday, Dec. 10, 1964 SIERRA MADRE NEWS-13

Red, Green Set Yule Scene With Symbolic Meanings

The traditional colors of the Christmas season are red and green. Yet these colors have meant different things to different people over the ages. Color has been used as the symbol of abstract ideas from time immemorial.

In early and medieval Christian art, colors had a mystic or symbolic meaning. Red indicated passion. In its good sense it was a symbol of divine energy and love and the creative power of the Holy Spirit; in its bad sense it was a sign of hate. In that meaning it became an emblem of Satan.

Emerald green is often the symbol of hope and growth in many Christian paintings.

Colors played an important role in medieval magic and superstition. For example, the famous "philosopher's stone," which the alchemists thought would turn base metals into gold and cure all diseases, was thought to be colored red, according to the Encyclopedia Americana. Red was also a favorite curative color in more recent superstitions.

In Indonesia, the people think a piece of bright red coral will keep its owner's teeth in good order, and there are people everywhere who are sure that a person owning a ruby will live to a ripe old age.

Green was a sacred color among the ancient and medieval Egyptians who wore it as a symbol of hope and the joy of spring. The Muslims carried this symbolism throughout the Middle East, and the faithful, on returning from the pilgrimage to Mecca, wear a green turban.

Holy Day Helped Comfort Sorrow

Even when Christmas wasn't merry, history shows that the holy holiday has brought comfort and hope into the midst of sorrow and hardship.

Such was an early Christmas in the New World, observed in 1535 at a small fortress on the banks of the St. Charles river near what is now the City of Quebec, Canada.

Jacques Cartier, French explorer, and his band of 110 settlers, were beset by cold and hunger, as well as fear of the nearby Indians, whose friendly attitude seemed to have changed. More than half the members of the colony suffered from scurvy.

Bravely, the men celebrated Christmas. Mass was said in a log cabin at an altar made from a wooden table; evergreen branches decorated the walls; carols were sung and the best of meager food supplies were used for a "feast."

Sophie V. Watz Succumbs

Wednesday, Dec. 2

Sophie Virginia Watz, of 20 E. Bonita Ave., Sierra Madre, passed away Wednesday, December 2 in a Pasadena hospital following a brief illness.

Mrs. Watz, a housewife, was a native of California and had lived in Sierra Madre for 14 years. She leaves to survive her passing, a husband, Ernest C. Watz, a sister, Mrs. Callie D. McGrath of Pasadena, and a brother Raymond Barros of San Francisco.

Services were held Friday, December 4 in the Riple Mortuary Chapel with the Rev. Dr. Joseph Murphy officiating, entombment at the Pasadena Mausoleum.

Arrangements were made by Riple Mortuary, Sierra Madre.

An Old Custom

Festive wreaths and garlands made of evergreens, cones and herbs are, nowadays, closely linked to the celebration of Christmas. The custom of making such garlands for gala occasions actually dates back to the ancient Egyptians, a thousand or more years before the birth of Christ.

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We Won!



Garry and I won first prize last Saturday! It was the young people's Old Time costume party at the church, and we had a wonderful time.

I go to almost everything the club puts on, and of course there are lots of activities besides parties and dances. We visit hospitals, we collect and repair toys for underprivileged children, and we help with various church events. We have regular religious discussion groups that often get me so interested I continue the discussion around the family dinner table all week long! Mom and Dad don't mind, though. They think it's good for me to be mixing with other young Christians, and they never worry when I'm over at the club.

Your own church offers many enjoyable and worthwhile activities for Christians of every age. Why not join? You'll be warmly welcomed.



THE CHURCH FOR ALL...ALL FOR THE CHURCH

The Church is the greatest factor on earth for the building of character and good citizenship. It is a storehouse of spiritual values. Without a strong Church, neither democracy nor civilization can survive. There are four sound reasons why every person should attend services regularly and read your Bible daily.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
I Chronicles 16:7-18	Romans 12:4-13	I Corinthians 1:6-7-13	I Corinthians 9:19-27	Philippians 3:2-16	I Thessalonians 2:1-8	James 1:22-27

With the hope that it will, in some measure, foster and help sustain that which is good in family and community life, this feature is sponsored by the business firms and organizations whose names appear in this space.

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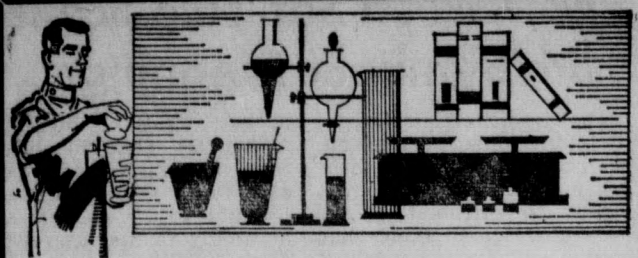
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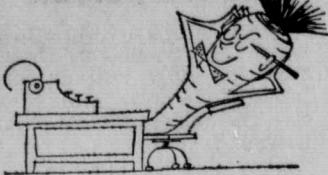
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CARROT TOP



that the editor of the newspaper "The Epitaph" had to be as good with his pen . . . Little has changed during those past years, except that what was actual at that time now gives away to imaginary.

Literally, the editors of the Sierra Madre News, have killed and been killed a thousand times, but live on to find that their very worst enemies become their best friends . . . Anyway

We say happy birthday to a rock of stability in Sierra Madre, 53 years, 75 years, soon a 100 years, but only today counts, yesteryears are only memories and tomorrow will surely take care of itself.

Seems that we have entered the period of honors and awards . . . Having just been honored by the California Real Estate Association, and again by the National Senior Citizen Center, now comes the honor bestowed upon us by the United Fund, who has honored us with a plaque to be hung in our gallery of memories and services.

These awards and recognitions do not come lightly. Eleven of them we have received in the two years and five months we have held

Elementary School

Menu DEC. 7 - 11

Monday — Toastie dog, peas, carrot stick, plum sauce.

Tuesday — Hamburger and fixings: dill slices, lettuce and cheese square, buttered beets, apricot cup.

Wednesday — Chili beans, spinach, celery sticks, cherry cobbler, corn bread and butter.

Thursday — Creamed turkey or roast beef, fluffy mashed potatoes, lettuce salad and shaker dressing, fruited jello, baking powder yeast biscuit.

Friday — Macaroni and cheese, buttered green beans, peaches, chocolate cake, tuna sandwich.

Each lunch must contain one-third quart of milk and two teaspoons of butter.

down the editorship of the Sierra Madre News . . . All of these awards are given by organizations, who fully evaluate the job that has been done, they have singled out this paper and given it their stamp of approval . . . We give all of them our heartfelt thanks, and hope we continue to live up to their recognitions.

In closing the column for this week, let us leave you with this one thought . . . "He is free . . . Who knows how to keep in his own hands the power to decide, at each step, the course of his life and who lives in a society which does not block the exercise of that power." See you around "for the next seventy-five years, I hope, I hope, I hope.

Desert Caravan Joined By Boy Scout Troop 373

Troop 373 joined 4000 Boy Scouts of the San Gabriel Valley on November 27 in an annual trek over the Cajon pass to a three day encampment on the high desert near Hesperia.

Accompanying 22 members of the troop were Scoutmaster Neil Smith, Assistant Scoutmaster George Clark, Committeemen Carl Cneadle, Carl Bischoff and Kasui Hashitsumi. Also joining the group was Marcus Woodward, a veteran caravaner who has not missed a trip since 1949.

The troop is particularly fortunate in having this year such qualified men as "Skipper" Smith and "Doc" Clark. Both are Eagle Scouts and experienced leaders.

During Saturday afternoon's display of scouting skills, Troop 373 gave a demonstration of semaphore and Morse Code flag signaling. All boys had an opportunity to practice camping, cooking and hiking skills. The troop was commended by encampment leaders for their excellence in performance. Each boy participating will receive a Desert Caravan arc.

Troop 373 meets in the Congregational Church in Sierra Madre each Tuesday evening.

Coming events include a trip to the Salton Sea and the snow camp at Mt. San Antonio.

The real Bargains is the kind of insurance that can help keep the family safe. Check those tires

'Casey Anderson Live' Now At The Ice House

A limited supply of Humbug Buttons will be available from now through The End of the World at the Ice House, the latest merriment-front organization to succumb to the "Why Does Santa Claus Wear a Red Suit" movement.

In the true spirit of Controlled Obsolescence, Humbug buttons will be periodically replaced by Tiny Tim dolls with collapsible styrofoam crutches and "Scrooge for Carpetbagger" bumper stickers.

Sloughing along in the mainstream of modern anti-thinking, Southern California's favorite folk music club is proud to present the following program of delightful dalliance for December, calculated to keep you Out of The Stores for Christmas:

Continuing its policy of Fun and Profit for Fun and Profit, the Ice House embarks on a radical departure from the current monster and ghoul trend by presenting "Casey Anderson Live." Opening December 1 with his program of satire, song, and sagacity made simple, Mr. Anderson has promised to survive through December 13, at which time his soul will be collected and placed on display in a Mason jar until fans demand his return. His latest album for Atlantic has been cryptically titled, "Casey Anderson Live at the Ice House."

Accompanying him in his noble mission will be Mason Williams, the gourmet dispenser of "Them Hog Liver Lickers," "Them Toad Suckers," and "Them Tummy Gummies," this year's three top contenders for the Academy Award for Inspired Absurdity. He will be joined every evening by the "Grand Street Jugheads," who do not exist (a state which must be believed to be seen).

Turn unwanted items
into CASH —
Use the Classified Ads

Up To Legislature

Bonelli To Support Tax Freeze and Assessments

County Supervisor Frank G. Bonelli has sent the following letter to State Assemblyman Tom Carrell of the 41st District, who has announced that he will introduce legislation at the 1965 Legislative Session beginning on January 4 in Sacramento to freeze property taxes at not more than 2 per cent of market value: "Dear Assemblyman Carrell:

"I have heard via radio, and I wish to commend you for it, that you will introduce a Constitutional Amendment in the 1965 Legislative Session placing a tax freeze of not more than 2 per cent on the market value of real property and improvements. This in itself is a step in the right direction, thus guaranteeing that the county tax impact will be frozen, and thereby not adding to the burden of the already overburdened taxpayers on their real property and improvements. Our Board of Supervisors is on record in support of such legislation as you are undoubtedly aware by now.

"However, in addition, I hurriedly bring to your attention that the tax freeze of not more than 2 per cent on market value of real and improved property is by itself not adequate. Unless you would have, correspondingly, a five per cent or less assessment increase ceiling or limitation in any one year, the purpose of relief to the overburdened property taxpayer would not result because assessment rolls with considerable percentage increases could take place.

"Naturally, any five per cent or less limitation and ceiling on assessment roll increase in any one year would not be applicable to zoning changes, land transition, subdivision developments, new construction of high-rise condominium, etc. All of these and others

where there has been land use change would continue to be taxed and assessed accordingly.

"Our Board of Supervisors is in support of both the tax freeze and the ceiling limitation on assessed valuation increase in any one year. Therefore, I believe it would be most timely for you to firm up your previous Constitutional Amendment relative to the tax freeze and include the latter as further intent on your part by including this in the legislative Constitutional Amendment that you will author in January at Sacramento. Your cooperation to this end would rightfully provide the protection the homeowners are direly in need of and, further, would enhance the economy of our county and other counties in the retention of those businesses and industries that are now in the county and new ones that are thinking of locating in our state but are fearful of the unfavorable tax climate if it is not substantially pegged via these two needed steps: a tax freeze and a ceiling and limitation on assessments.

"Kindest personal regards.

"Cordially,
Frank G. Bonelli
Supervisor, First Dist."

Attend the Church
of Your Choice

Movie Makers Club Meets Dec. 9

The new Movie Makers Club will meet next Wednesday, December 9, in the community room, downstairs, in the Wilshire Federal Savings Building, corner of Myrtle Ave. and Colorado Blvd., in Monrovia, at 7:30 p.m.

This is a club for people who would like to ask questions about the use of their camera, or share experiences with other people who are shooting movies, whether it be of their families, trips, or for special effects, or teaching aids, beginners or advanced, 8 or 16 mm, men or women.

A movie club provides an opportunity to practice giving a commentary while projecting ones pictures. Some members are learning to add musical background to their movies. Frank McIntosh is interested in forming a group to work together in filming a short skit or story after the first of the year, meeting as a special workshop group. His phone is GI 4-2012, evenings.

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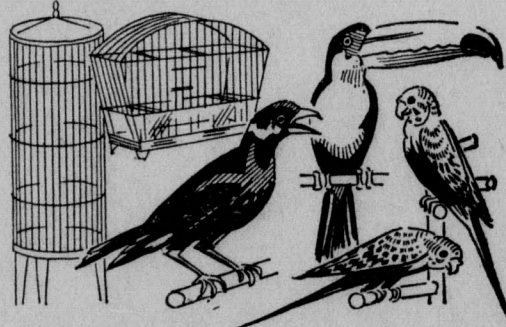
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- * KARDINA SPORTSWEAR FOR GIRLS *
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- * TODDLE TYKE * CARNIGIE BOYS SHIRTS *
- * KAPART BABY WEAR * R.A.R. DRESSES *
- * PACIFIC TRAIL JACKETS * BAYLIS DRESSES *
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- * NALII FASHIONS OF HAWAII * ESSKAY BOYS' SUITS *
- * GOLDEN GATE KNIT FOR INFANTS * KNITOWN TOGS *
- * HER MAJESTY GIRLS' UNDERWEAR * TRUNDLE BUNDLE *
- * FELTMAN BABY DRESSES * FAWN FASHION FOR BABIES *
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May we take this opportunity to thank everyone who came in and made our recent sale a success.

During this sale we were asked numerous times if we were going out of business. No, we are not! The sale was a way of saying thank you.

There are still a few items remaining on sale until Christmas.

OPEN FRIDAYS TILL 9 P.M.
WEEK OF DEC. 21 OPEN 9 TO 9



CRIB CROP

New Arrivals in the Sierra Madre Area

Mr. and Mrs. Paul D. De Korte of 1205 Relford Ave., Pasadena, became the very proud parents of their first child on November 20. Their little son, Stephen Paul, weighed 7 pounds 10½ ounces when he arrived at Huntington Memorial Hospital.

Mrs. Una De Korte of Hollywood is mighty thrilled with Stephen too, since he is her first grandchild. After the first of the year, the De Kortes will be taking their little fellow to Kalamazoo, Michigan, where his maternal grandparents, Mr. and Mrs. Jacob De Bruin, are eagerly waiting to greet him.

Mary Doreen Noonan is the very welcome fourth child of Dr. and Mrs. James W. Noonan of 1218 N. Baldwin Ave., Arcadia. She was born on October 12 at the Kaiser Foundation Hospital, weighing 8½ pounds. Her sister and brothers are Kathleen, 9 years old, Timothy, 8, and Devan, 4.

The happy grandparents are Mr. and Mrs. William Noonan of Sierra Madre, and Mr. and Mrs. I. Bankovich of Beaver, Pennsylvania.

November 22 was a very exciting day for Mr. and Mrs. Peter Celli, of 25 Victoria Lane, when they announced the birth of their first child, Master David Lee. Weighed 6 pounds 9 ounces when he arrived at Methodist Hospital.

Cadet S. W. Hagen Gets Promotion

At a recent full dress revue held at Brown Military Academy, Cadet Stephen W. Hagen of 87 Lowell Avenue, Sierra Madre, was promoted to the rank of Cadet Staff Sergeant. Cadet promotions are based on scholarship, cadet leadership and military bearing. Captain Donald G. Foster, PMS made the announcement.

GIRL SCOUT NEWS

The Sierra Madre and Don Bonita area Girl Scout leaders will not have a December meeting.

On Friday, December 18 at 7 p.m. there will be Christmas caroling at Kersting Court. All troops are invited.

Monrovia Takes On New Partner

Raymond W. Hudson, a Monrovia attorney, recently announced that Roland L. Kemp is now associated with him in the general practice of law.

Mr. Kemp, an attorney with an extensive banking background has been affiliated with banks in San Francisco, Chicago and Pasadena. Until recently he was a trust officer with the Monrovia office of the United States National Bank, specializing in estate planning and probate administration. In his new capacity he will engage in the general practice of law with emphasis in the fields of tax planning, will drafting and probate matters.

Mr. Kemp, his wife Mary and their two children make their home in the Hastings Ranch area of Pasadena. He is a member of the California State Bar Association, Estate Planning Council, a past president of Rosebowl Toastmaster and a member of Lodge 113, F. & A. M.

Mr. Hudson, a resident of Monrovia since 1931, is both an attorney and a certified public accountant. He is a member of Monrovia Kiwanis Club and has served as chairman of the local Red Cross Chapter. He has been active in Southern California Presbyterian circles, presently serving as a member of the board of trustees and as treasurer of Southern California Presbyterian Homes, a non-profit corporation operating three homes for retired persons. As a result of his various activities he has been listed in "Who's Who in the West" and "Who's Who in Commerce and Industry."

Christmas Dinner Planned By Polish Americans

The Polish American Social Club will hold its annual Christmas Dinner, Sunday, December 13 at 1:30 p.m. at 58 N. Marengo in Pasadena.

The traditional breaking of bread, singing of Christmas carols and distribution of gifts by Santa Claus will highlight the dinner. Newly elected officers will be introduced and installed.

Reservations for the dinner may be made by phoning Mrs. Martha Patchick, 796-5774 or Mrs. Ben Bukowski, SY 6-3974.

The real Bargains are found in the Classified Ads

Attend the Church of your choice this Sunday

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CORONET MIRAMAR 501 NYLON 11 lovely colors,	Reg. \$6.95	NOW \$4.99	SQ. YD.
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AS LOW AS **\$15.11**

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BLACKWALLS		WHITEWALLS	
SIZE	CLEARANCE PRICE* (WITH TRADE)	SIZE	CLEARANCE PRICE* (WITH TRADE)
6.00 x 13	\$15.77	6.00 x 13	\$18.53
6.50 x 13	16.77	6.50 x 13	19.70
7.50 x 14	19.56	7.50 x 14	23.00
6.70 x 15	19.56	6.70 x 15	23.00
7.10 x 15	21.43	7.10 x 15	25.20
8.00 x 14	21.43	8.00 x 14	25.20
8.50 x 14	23.53	8.50 x 14	27.66
7.60 x 15	23.53	7.60 x 15	27.66
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GOODYEAR NATION-WIDE "NO LIMIT" GUARANTEE. No limit on months • No limit on miles • No limit on use to roads • No limit as to speed • For the entire life of the tire. ALL NEW GOODYEAR AUTO TIRES ARE GUARANTEED against defects in workmanship and materials and normal road hazards, except repairable punctures. IF A GOODYEAR TIRE FAILS UNDER THIS GUARANTEE, any of more than \$10,000 Goodyear dealers in the United States and Canada will make allowance on a new tire based on original tread depth remaining and current "Goodyear Price."

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18" TURKEY SERVING PLATTER

\$1.78 only

Beautifully hand-painted holiday scene! Platter is kiln-fired, dishwasher-proof! Add a beautiful note to your holiday dining!

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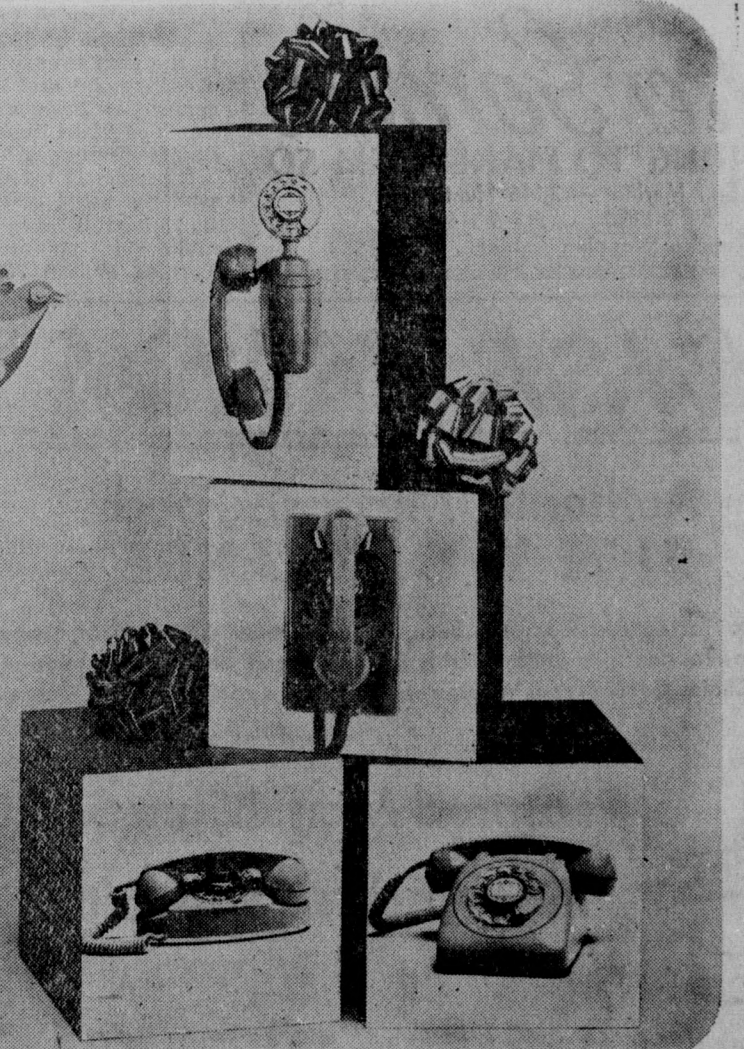
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SOCIETY

by PAULINE
Mrs. E. W. Nelson honored her husband on his 70th birthday with a family dinner party for 16 on November 24. Joining the Nelsons at their home, 470 Gatewood, for the celebration were Mr. and Mrs. Richter and their family from La Canada. Also the Petersons from Granada Hills, and the E. W. Nelsons Jr., from Sierra Madre.

The following Saturday evening, November 28, Mr. and Mrs. Nelson also entertained 20 friends at a delightful smorgasbord dinner. This happy gathering was not only a birthday party for Mr. Nelson but a wonderful reunion of Chicago friends from Arcadia, Los Angeles, Sherman Oaks, Pasadena, Sierra Madre, and one guest who still lives in Chicago.

Defensive driving
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Drive carefully —

Delta Gamma Mother-Daughter Tea Planned

Mrs. Edwin C. Pyle will open her Christmas bedecked home at 1432 Old House Road, Altadena to all Delta Gammans and their daughters for the traditional Mother-Daughter Tea on Tuesday, December 15 from 3:30 to 5:30 p.m.

Organ music featuring all the favorite Christmas carols will set the background for this festive holiday occasion. A special program has been planned for this year's tea. Mrs. Kathleen Peters, a Delta Gamma well known in the Pasadena area for her work in speech therapy field will tell Christmas stories to the young set including daughters, granddaughters and nieces of Dee Gees in the Pasadena Alumnae Chapter. Hostesses will be members of Mrs. Charles Palmer's executive board. All Delta Gammans in the area are extended this holiday invitation and may make reservations by calling Mrs. John F. Erbach, 355-6922.

United Crusade Volunteer Awards

awards for outstanding achievements. Awards went to Emmett Bradley, campaign chairman Duarte-Bradybury, Henry Scull, campaign chairman Monrovia, Douglas Delahooke campaign chairman Sierra Madre and Warner Griggs, Foothill Area Commerce and Industry chairman for attaining 100 per cent of goal on community and area levels. Garretson also tossed miniature gold footballs to them for "Carrying the ball."

Other awards presented for attaining 100 per cent of goal within the communities were George Spragins, advance gifts, Arcadia; Harry Cronk, advance gifts, Monrovia; Mr. and Mrs. Eugene O'Bryan, business, La Canada; Nelson Allen, Duarte-Bradybury commerce and industry; Ken Richardson and Al Jorgenson, public employees and schools Monrovia; Frank Stoney, public employees and schools South Pasadena; Dr. Graham C. Naylor, Duarte-Bradybury Professional chairman; Dr. C. S. Merrill, advance gifts chairman, Duarte-Bradybury.

Also Mrs. John A. Blanche, La Canada residential chairman; Mrs. Charles Fisk, Monrovia residential chairman; Mr. John Tahl Sierra Madre residential chairman; Mrs. Lucy Young, Sierra Madre residential vice chairman; Mr. Richard Bolton, Monrovia business chairman, and Herbert Goddard, Arcadia business chairman.

Special mentions for outstanding work went to Robert Welty, Duarte-Bradybury residential chairman; Mrs. William H. Hockmuth, residential chairman, Arcadia; Mrs. Michael Morphy, Pasadena advance gifts chairman; Mrs. Mason Phelps, Pasadena residential chairman; Audre Stong, Pasadena business chairman and Lucille Cockrell, La Canada residential section chairman.

Company chairmen who successfully conducted campaigns within their firms were honored with gold plaques for 100 per cent employee participation and silver plaques for 60 per cent or more. They are Hugh

Yates and Betty Parham, United States National Bank, Pasadena, silver award. Mr. O. J. Oshell, Meco Sales, Monrovia; Miss Arlene J. Aaronian, O.K. Earl Corporation; Bert Mills, Atlantic Research; Harry Cronk, Brentwood Savings and Loan Association; Richard E. Clark, Bank of Pasadena; Mrs. M. Chris Johnson, Eubanks Engineering Company of Monrovia, and Mr. C. White, My Old Kentucky Home, gold awards.

Ten newspapers in the Foothill were presented awards for their outstanding cooperation in publicizing the United Crusade. They are Sierra Madre News, Pasadena Independent, Star-News, The Daily News Post, Pasadena Tribune, The Arcadia Tribune, The Duartean, The La Canada Valley Sun, The Ledger, South Pasadena Review, and the South Pasadena Journal.

Garretson stated that when the projected amounts were in from all communities, the Foothill area would be \$11,000 over the goal for 100.9 per cent.

Bridge Party, Luncheon For Panhellenic Ass'n

Pasadena Area Panhellenic Association will have a salad-bar luncheon and bridge party at the home of Mrs. John H. Aspell, Phi Mu, on St. Albans Road, San Marino, Tuesday, December 8, at 11:30 a.m.

Mrs. Aspell is being assisted by the social chairman, Mrs. Langdon Tannehill, Chi Omega, Altadena; Mrs. Presley Wiggs, Sigma Kappa, San Gabriel; Mrs. Karl Freden, Kappa Delta, Sierra Madre; and Mrs. Wilmot G. Gordon, Pi Beta Phi, Pasadena.

Delegates and alternates are asked to make their reservations with Mrs. Tannehill, 794-7472.

Since the event is planned as a social party in order to become better acquainted, there will be no business meeting.

The 18 national sororities which make up the Pasadena Area Panhellenic Association award nine scholarships annually to Pasadena and San Gabriel Valley high school seniors.

Sleep and Dreams Discussed At Meet Of Sigma Alpha Study Club Recently

With Mrs. Edgar P. Bradford, president in the chair, Sigma Alpha Study Club met Friday, November 20 at the Arcadia Public Library. After the business meeting, Mrs. John P. Ross was presented for a most enlightening talk on "Sleep and Dreams."


The speaker told how most of the modern history of sleep may be credited to Nathaniel Kleitman, born in Russia but naturalized a U.S. citizen in 1918. He is a great researcher and teacher and has built many instruments for measuring a sleeper's temperature, body movements, skin resistance and others. Using student volunteers, he and other analysts have explored not only the subtle stages of sleep, but have tracked down the nature of dreaming and its symbolism.

Mrs. Ross stated, "Much of this research has been generated by the military in an effort to improve man's performance under stress or extreme conditions, because in space men will have to live outside the familiar 24

hour diurnal rhythms that govern our sleep. Subjects deprived of sleep and those shown similar radical, psychotic character changes, which disappear when the subject gets back to his normal sleep pattern. Apparently, dreaming serves an important function in maintaining psychological well being for many people.

Extra-sensory perception, mental telepathy, precognition and other psychic phenomena were discussed by Mrs. Ross. Those present each related some dream or psychic experience. Participants were Mrs. D. F. Covell, Mrs. Byron V. Curry, Jr., Mrs. Lyman G. Vollintine, Mrs. John E. Vanderbur, Mrs. J. K. Weems, Mrs. Harry J. Grier, Mrs. Ardene D. Bolter, Mrs. William W. Weaver and guests, Mrs. Archie L. Wilson and Mrs. George Hutchinson.

The annual Christmas program will be presented on December 18 at the home of Mrs. John E. Vanderbur, preceded by a brunch at a restaurant on Foothill Blvd.




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Benad Avital To Address Jews and Arabs

Benad Avital, Consul of Israel on the West Coast, will address a rally for Histadurt, General Federation of Labor in Israel, on Saturday evening, December 12 at 7:30 p.m. at the Pasadena Jewish Temple and Center, 1434 N. Altadena Drive, Pasadena.

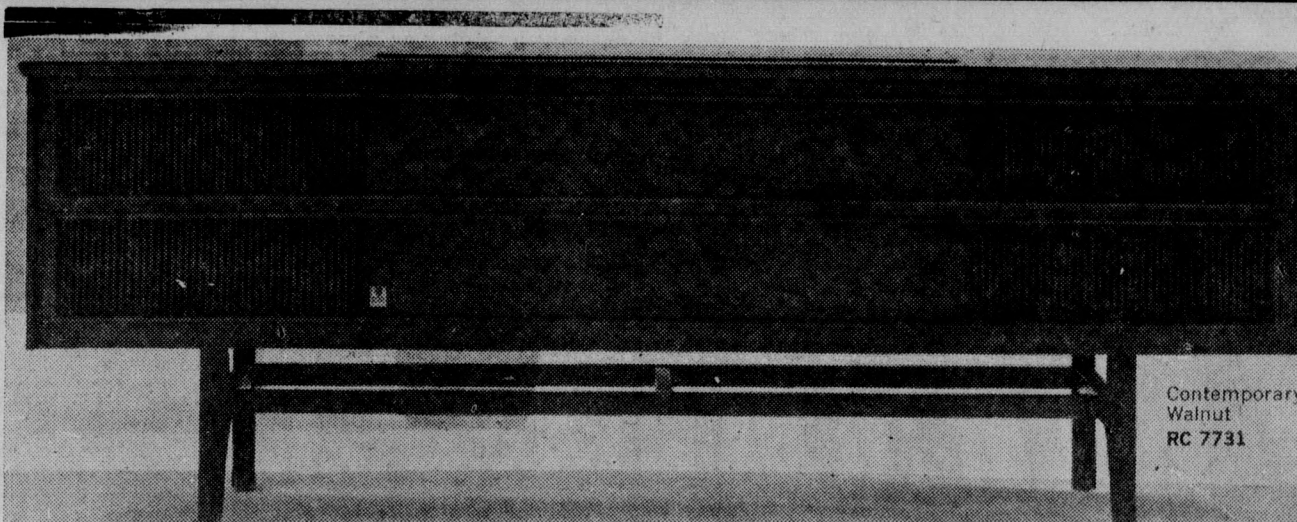
Also on the program is a "Musical Tour Through Israel" by Yaakov Shechter, and a late buffet snack, at \$1 donation per person.

The social event is being sponsored by Elisheva Club of Pioneer Women, who are working to help build a community center in the new town of Carmiel, in the mountains of Galilee. Carmiel is expected to grow to a population of 50,000 within the next twenty years, as a commercial and industrial center for Jews and thousands of Arabs living in surrounding villages.

Everyone is invited to attend the rally, and reservations in this area may be made by phoning Anita Kurnick at 355-1773.

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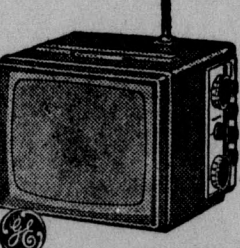
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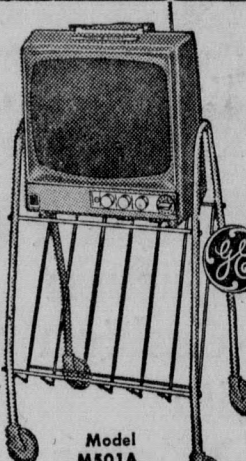
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All-channel VHF-UHF reception with the new G-E Tandem "82" illuminated tuning system featuring the exclusive "410" penmatronic transistor tuner. G-E's exclusive synchronizing controls for quick, convenient tuning of color strength and tint. General Electric exclusive "CA" Color Chassis featuring system-controlled picture power and G-E's exclusive synchronizing system.

\$378⁸⁸

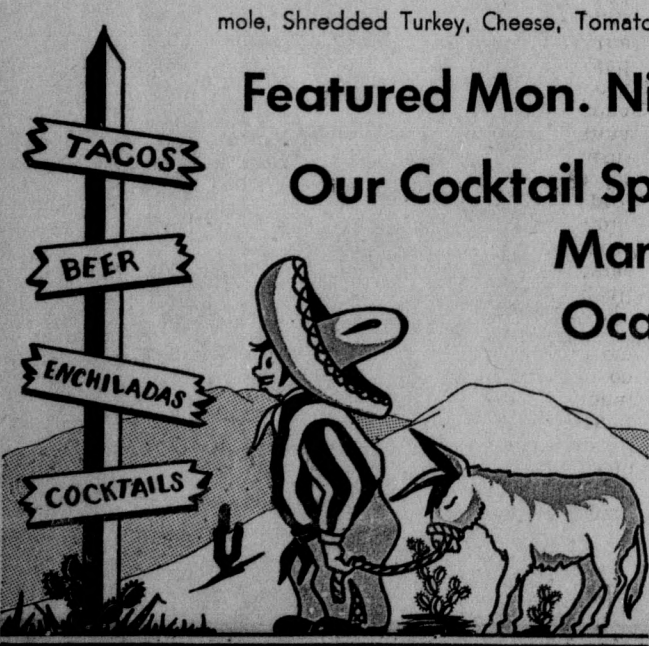
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Authentic Mexican Food
\$1.75 T. C. GRANDE

A Crisp Tortilla Prepared with Bean Spread, Cheese, Sprinkling of Nippy Chorizo, Topped with Another Crisp Tortilla, Tossed Green Salad, made of Eight Choice Garden-Fresh Vegetables, Casa Janara's Salad Dressing, Guacamole, Shredded Turkey, Cheese, Tomato Slices, Olive.

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Letters To The Editor Show Deep Feelings And Honest Concern

Thursday, Dec. 10, 1964 SIERRA MADRE NEWS-17

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NOW UNTIL CHRISTMAS
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Quality Merchandise at Competitive Prices

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SY 3-1141

Dear Editor:

"Criminees sakes," sez the man on the next stool, to no one in particular. "I been on the City Council for quite a spell, now, and I ain't never seen folks so riled up. Why you'd think we didn't have a couple - three hundred thousand already put aside for the new city hall, the way they carry on."

He drained his glass, and continued. "Them silly petitions, and all. I bet if we gave 'em a month they wouldn't come up with

more'n five, six thousand names. What do they think they are, voters?"

Fixing me with a belligerent stare, he wiped his mouth, then stated flatly. "We gotta have a nice new building, dedication ceremony, plaque and the whole works so people in Southern California know this ain't a hick town no more."

I patted him on the shoulder, smiled my kindly smile, and asked why our old beloved city hall, re-hashed at much less cost, wouldn't do the village? Especially since all that loot on hand seemed to be burning a hole in the city's pocket, and could be used up by reducing taxes over the next few years.

The poor guy laid his head on his arms, right there in front of everybody, and cried.

I ordered him another one, touched his hand gently, and left.

—STIFBAK

Dear Editor:

Just a few lines to thank you so very much for your kindness and generosity regarding the cutting of the eight reams of paper the other day.

This was most kind of you

and much appreciated by us. Especially since it was taken down to you on your two busiest days this week.

We ask God to bless and reward you and yours in abundance during this Holy Season and if ever there is anything we can do for you, please call on us.

Fr. Faustinus Moran, C.P. Retreat Director

Dear Editor:

C.T., old boy, you sure musta been hurtin' bad for a columnist. You not only scraped the bottom of the dad-gummed barrel, you went clean through into the "Vent." If it's just a "fin" or so you need, Buddy, I'll throw a small ad in the "squeak" each week and let's go first cabin. Lippman or Hutchins O.K. — but why this jerk, Vent — for the "other side?" The "other side?" The "other side?" So far the "other side" of nothing. The broken record — recorded by a punch drunk refuge from the state of confusion serving warmed over leavings from the welfare table of liberal hypocrisy! Mixed up "junk" deplorable in style and damn near impossible to decipher!

"Look out, you Goldwater-bugs, Birchers and Witty er boys," here comes the great Lee Ellerbrook. All that was missing to set the perfect stage was a couple of heralds, a pair of wooden shoes and an old leaky dyke. The hero enters — Van Dyke, fan club, and a line as phoney as a \$3 bill and twice as obvious. Veni-vidi-Vici — and all that jazz!

C.T., why don't you quit playing around with this theoretical neophyte who to some is neither fish nor fowl but to many is pretty foul?

Either send old goat-face to night school to improve his writing and his thinking to relegate him to the "Letters to the Editor" column where he rightfully belongs —

—BY GOLLY!

Use the Classified Ads and turn Your Used Merchandise Into Cash

Defensive driving will always pay Drive carefully —

Attend the Church of your choice this Sunday

New Director For YWCA

Miss Kendall Ridgeway will be the new Young Women's Christian Association Teen Director for the Arcadia and Temple City High Schools. The director will be sharing the new Foothill Area YWCA Building at 5926 North Rowland with Evelyn Graves, Adult program director.

Miss Ridgeway is in charge of developing programs for the new Junior and Senior High School Y-Teen Clubs. She will be directing the service projects, trips, classes on vocational guidance, human relations and any other activities that meet the needs and interests of the individual Y-Teen clubs.

The new director is a graduate of Fresno State College with a B.A. degree in social welfare. She has been active in Girl Scouting, camp counseling, youth work and an undergraduate field social worker in Kings County.

This is a United Way Agency.

For Christmas Enjoyment

President Harrison Sought 'Old-Fashioned Christmas'

At Christmas time, nostalgia for "the good old days" is as prevalent as turkey and trimmings, decorations and gifts.

Everybody had more fun — or so the feeling goes — during those good old-fashioned Christmases when life was simpler and, according to tradition, the snow drifts were piled high, the foods for feasting were always home-grown and home-cooked, the gifts and decorations always handmade and the tree itself always chopped down by the head of the house on a personal foray to some hillside or lot.

Christmas nostalgia has even been known to affect heads of state—to be specific, a President of the United States. It was every one's duty, the President felt, to make Christmas merry. He and his family, he declared, were going to have an "old-fashioned" Christmas tree.

A search through recent newspapers, or even through recent history, would provide no details, however, about this resolve. For the president was Benjamin Harrison, who, on December 22 in 1891, announced to reporters his plan for a "good old-fashioned Christmas."

Most people today whose thoughts turn to Christmases of yore would certainly settle for a date much later than 1891 as the time when the "good old-fashioned Christmas" had ceased to exist.

But if the spirit of an old-fashioned Christmas didn't vanish as early as President Harrison feared it had, when did it go? Or has it really disappeared forever?

Most of all, an "old fashioned" Christmas is made up of traditions. Even in northern climates, only hope, luck, and the weatherman can say, each year, whether the traditional snow drifts will be forthcoming. Other traditions, however, may not necessarily belong only to the past.

Preparing foods for feasting was doubtless fun—and hard work—in the good old days. But not all Christmas cookies, candies and fruit cakes today are "store bought." Many a family cherishes the tradition of having the children "help" Mother as the holiday goodies are concocted.

Even the ready-prepared foods have their traditions. For instance, some families deliver gift packages of cakes or candies to friends when they make Christmas calls; others set forth a table of treats in the home, ready to share with callers.

The same is true of that "good old days" habit of making gifts. In this "new day" of increasing interest in sewing, many lovingly home-crafted gifts are found under Christmas trees—and yesterday's Mom would no doubt have been glad to trade her treadle sewing machine for one of today's electric models.

While Dad may not be able to chop down a tree for the family (conservationists of our "good old forests" wouldn't approve), a look at any place where trees are sold in the days before Christmas reveals that choosing the tree is still a personal, all-family matter involving plenty of old-fashioned fun.

Almost every nostalgic dream of Christmas long ago seems to have its counterpart in the present. And all the while new traditions are building up, as each family, each community creates and treasures its customs.

In another 70 years, perhaps, some public figure may say, "It's time to get back to the good old ways of celebrating Christmas." So have an old-fashioned Christmas, now!



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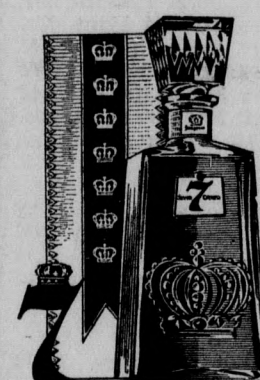
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Journeying To Bethlehem

Pilgrimage to Bethlehem is for thousands of Christians each year the focal point of the religious observance of Christmas. Visitors of many faiths make the trip to Bethlehem, now a part of Jordan, to the Church of the Nativity, above the Grotto of the Nativity where Christ was born.

The manger so familiar to all who know the Christmas story was an improvised stable in a cave hewn out of rock, near the center of the hill town of Bethlehem.

Christmas is observed three times at Bethlehem, and for each observance the Mandelbaum Gate between the Israel and Arab sectors of Jerusalem is opened to admit the Christian pilgrims.

Roman Catholic, Greek Orthodox and Armenian denominations share the Church of the Nativity. Roman Catholic churches begin the Christmas celebration with masses on Christmas Eve, December 25.

Eastern churches observe Christ's birth in January. For the Greek Orthodox churches, which still follow the old Julian calendar, Holy Night is January 6, Christmas Day January 7. Armenian churches celebrate both Christmas and Epiphany on January 19.

Those of the Protestant faiths gather in Shepherds Field, the nearby site where, according to tradition, the shepherds heard the angel of the Lord come to tell of the Nativity.

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FOOTHILLTo Submit Income
Questionnaire

Veterans and widows of veterans who are receiving pension benefits will be asked to submit an income questionnaire by January 31, 1965.

To assist anyone wishing help on these questionnaires, arrangements have been made by Mrs. Richard Law, Home Service chairman for Red Cross in Sierra Madre, for Mrs. Lindauer, a social worker in the Pasadena Red Cross Chapter, to be in the Sierra Madre Red Cross office, 25 S. Baldwin Avenue, on Thursday, December 17, from 10 a.m. to 1 p.m. to give whatever help is needed.

Anyone unable to go to the Red Cross office for such help may telephone 355-0745 or 799-0641 to arrange for transportation or a home visit.

Mrs. Lindauer also will be available at that time to answer other questions concerning Veterans Administration benefits.

Villa
ViewsBy
Toni Maurin
SYcamore 7-9634

It's started! The onslaught of cream cheese is flowing like molten lava over the land and shrimp are bobbing around in an orange sea of hot tomato sauce.

Statisticians are always emphasizing their figures by using the expression if all the (product) were laid end to end they would circle the globe three times. This always impresses me and I wonder if they just make it up or if they sit down with pencil and paper and actually figure it out. Not being a statistician I am quoting figures right off the top of my little pointed head, but I am sure that if all of the cream cheese dip that is used during the holidays were spread out like a

blanket it would certainly cover at least the United States like a blanket of snow with lots of little shrimp squiggling on top. Now! How do you like those figures??? I haven't quite finished my computation on the potato chips at this writing so I'll have to submit it in a later report along with my figures on Metrecal . . .

Rosemary Cottage will enjoy the proceeds of the party last week held by Mr. and Mrs. Don Hays and Mr. and Mrs. William Olson at the Hays home on Villa Heights Road. It was a bridge brunch starting on a Sunday morning at eleven and going on through the afternoon till five. They had decorated the entire house and playroom in red and white check paper flowers and matching table cloths. They had dozens of prizes and for almost every imaginable act. For instance they had a prize of a red and white sash of oak bark for the couple that arrived first. The Bud Holloways won that. They had a prize for the lowest bridge score and that was won by Dick and Katie Fox — a carton of cottage cheese and a pot of rosemary. They had prizes for the highest scores and prizes for those that never win or lose but are always in the middle, and they even had a prize for the one that went home first. All were unique and lots of fun. I understand the bridge was unique too as the whistle was blown all afternoon and it didn't make a lot of difference what part of the game was being played — that stopped the hand. Those invited to attend were Mr. and Mrs. Warren Bacon, Mr. and Mrs. Brewster Benedict, Mr. and Mrs. Allen Boal, Mr. and Mrs. Tony Boland, Mr. and Mrs. Ken Christianson, Mr. and Mrs. Warren Clements, Mr. and Mrs. Al Dunn, Mr. and Mrs. Richard Fox, Mr. and Mrs. Dominic Giangregorio, Mr. and Mrs. Charles Hardison, Mr. and Mrs. John Hedrick, Mr. and Mrs. Robert Hunt, Mr. and Mrs. Guy Knudson, Mr. and Mrs. Robert Meason, Mr. and Mrs. Jim Smith, Mr. and Mrs. Phil Shepherd, Mr. and Mrs. Den Snyder, Mr. and Mrs. Gordon Wright, Mr. and Mrs. Kenneth Holloway, Mr. and Mrs. William Spalding, Mr. and Mrs. E. E. (Gus) Hagerman, and Dr. and Mrs. Robert Mueller.

The party last Sunday night that made Sierra Madre Villa seem busy was the annual Hastings Ranch Cystic Fibrosis Guild cocktail party that was held this year at the home of Dom and Pat Giangregorio.

The Robert B. Hanseens just returned from a few days over in Cedar City, Utah visiting with Mrs. Hanseens' brother and family, Mr. and Mrs. Glade Stephenson. Their parents, Mr. and Mrs. Byron Stephenson also came to Cedar City to make it a big family reunion. The children had a wonderful time in the snow, sledding and skating.

Well, it is really "So Long Sallie," Armstrong, that is. She left with car loaded to the hilt for the long drive back to Bethesda, Maryland, but not without numerous farewell parties given in her honor. There was one Friday night at our house that also included her traveling companion Helen Worthy who flew out from Washington, D.C., to accompany Sallie on her trip. One of the guests presented her with a calendar with all of our birthdays as well as all of the children's birthdays carefully noted in the proper dates. We dare her to forget the old gang!

Those invited were Gene and Nancy Rode, Charlie and Phyl Hardison, Charles and Chry's Goldsworthy, Jim and Jane Smith, Ken and Peg Christianson, Bob and Nancy Mueller, Lincoln and Fran Wilson, George and Jane Holmes, Joe and Amy Phillipson, and Cleto and Vera Dorsey.

For your Christmas card list the new address will be: Mr. and Mrs. Aikman Armstrong, Pooks Hill Apartments, No. 3 Pooks Hill Road, Bethesda, Maryland.



ROBERT H. GARRETSON (left) Foothill Area United Crusade campaign chairman presents gold football to Dean Stoddard, community co-chairman for Sierra Madre at recent report banquet. Sierra Madre reached 100 per cent of goal and was one of three communities in the Foothill area to attain this distinction.

Don Benito PTA To Give Christmas
Party Honoring Mexico Children

A Christmas party honoring 21 visiting children from Mexico City will be given by the PTA for Don Benito fifth and sixth graders and their parents from 2 to 4:30 p.m. Saturday, December 12,

by Mrs. Millard Jacobs and Mrs. Howard Morgridge.

Speaking of the Millard Jacobs, they are looking forward to the annual Christmas party given for the office personnel of the Carter company. The party will be held in their home and they are planning for at least 60 at a sit down dinner.

The guests from Mexico will present their traditional "Posada" at the party, and Don Benito children will sing Christmas carols. There will also be Santa Claus, assisted by Chang Reynolds, well-known circus buff artist. Miss Yvette Del Prado, known to the children as the teacher of Spanish on television, will be mistress of ceremonies.

Featured entertainers will also include Leonard Olguin, guitarist and singer of Mexican folk songs, and members of the Hot Troupe, including the Crown City Balladeers, Kathi Turner, the Cinderella Singers, and Mel Thompson.

Invitations to the party have been sent to Sr. and Sr. Edmund Gonzalez, of the Mexican Consulate, and Miss Grace McFarland, assistant superintendent for Pasadena Elementary

Trinity Presby
Presents Two
Christmas Works

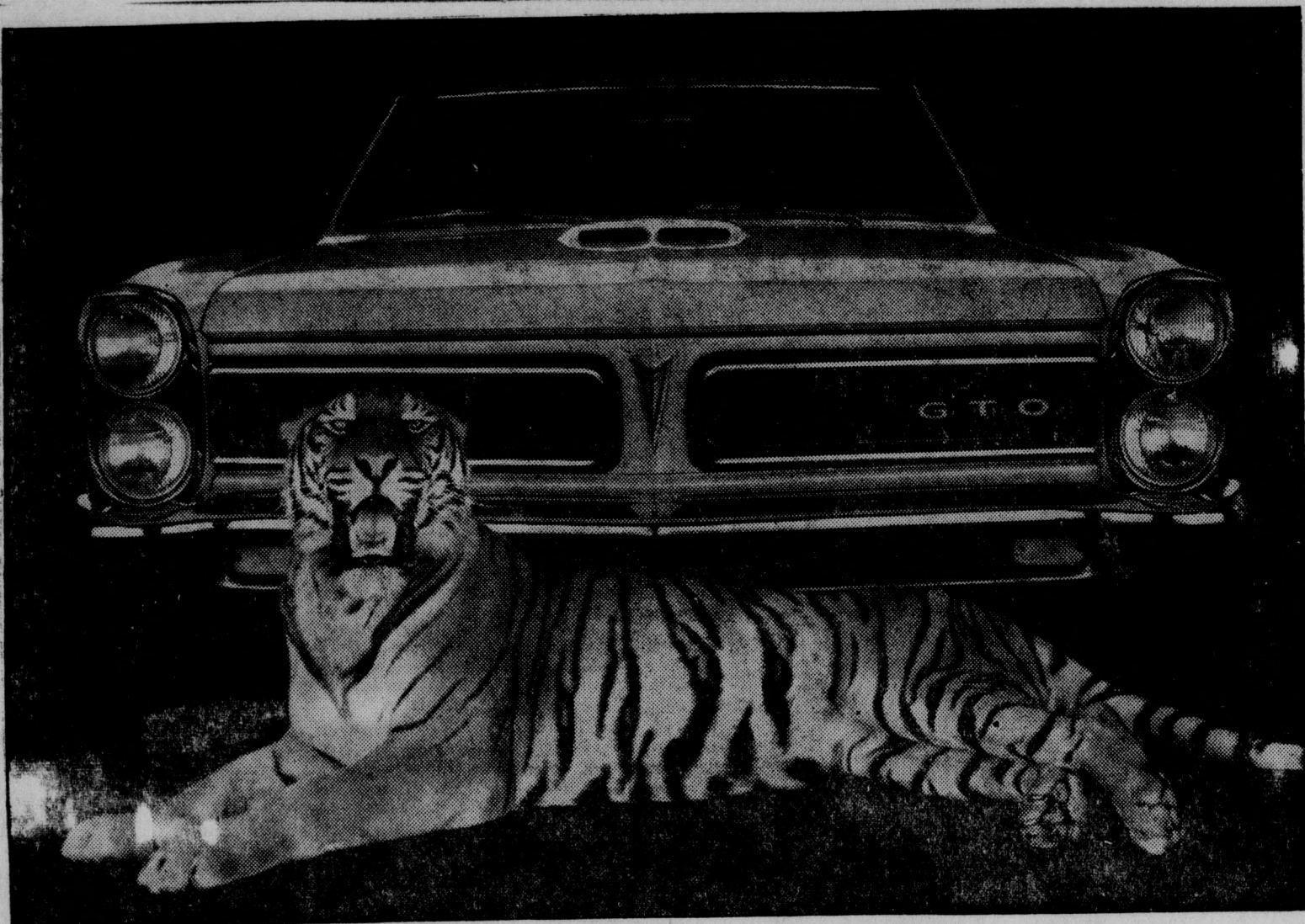
The Trinity Presbyterian Church Music Department will present two Christmas works on Sunday, December 20, at 5 p.m. in the church sanctuary. The program will feature Andreas Hamerschmidt's "O Beloved Shepherds," with continuo, and Ralph Vaughan Williams' "Fantasia on Christmas Carols."

The Chancel Choir will be featured with soloists, organ and instruments. The program is directed by Gene E. Terrese.

The public is cordially invited. The church is located at 3740 Sierra Madre Boulevard in Pasadena.

Schools.

Serving on the party committee with Mrs. Malcolm S. Murison, PTA president, and Edward Shutman, Don Benito principal, are: Mrs. Benjamin Mead, refreshments; Mrs. Levi Flanagan, hospitality; Mrs. Frederick Sawyer, decorations; Mrs. Keith Siles; Mrs. Robert Stockfleth; Mrs. David Worden, and Mrs. Edward Donald.



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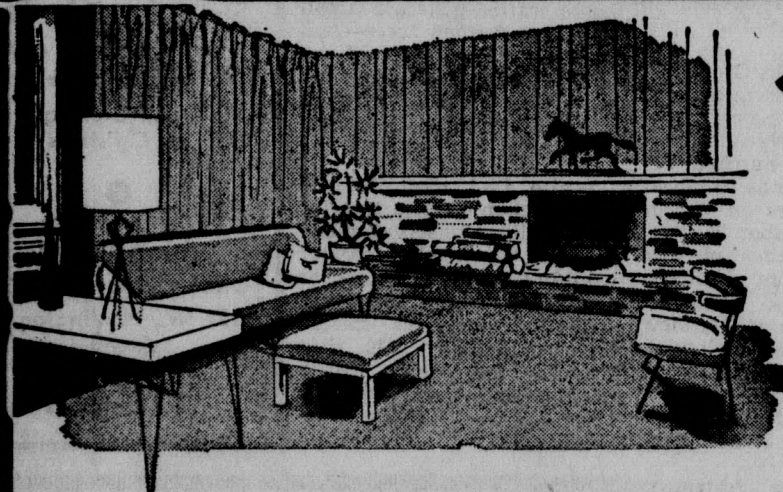
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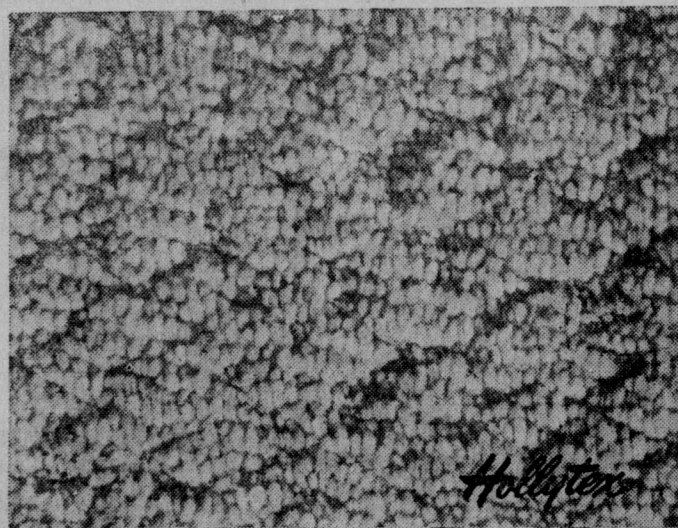
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December Siren Test Cancelled

The last Friday of the month, customary day for testing of sirens, falls on Christmas Day in December, 1964.

In order to be consistent with the county and City of Los Angeles arrangements and to avoid confusion of the public, the usual test will not be conducted this month.

Alverno Guild To Meet December 15

Coffee and dessert will be served at the next meeting of the Mount Alverno Guild which will take place at the Villa, 200 N. Michillinda Ave., Tuesday, December 15, at 12:30 o'clock.

One of the highlights of the program will be Christmas carol renditions by "The Treble Triads" and "The Troubadors," of the Alverno Heights Academy Glee Club, under the direc-

tion of Sister M. Carol. Ways and means chairman, Mrs. Helen Schweiger, advises there are some Mt. Alverno appointment calendars still available, and may be purchased at the meeting.

Mrs. Laulton Gaines, hospitality chairman of the guild, and her committee extend a cordial invitation to all members and friends to attend this meeting.



COLLEGE FACULTY PARTY—Dean Douglas Gourley (left) of California State College at Los Angeles, assists Mrs. Gourley as she serves Dr. and Mrs. Clifford Dobson at a beginning-of-the-year party for the Cal State School of Fine and Applied Arts faculty in the Gourley's home, 1224 Michillinda, Arcadia. Mr. Gourley is Acting Dean of the School, and Dr. Dobson is chairman of the Department of Industrial Arts, and also represents his home community of Pico Rivera on the Board of Trustees of the Rio Hondo Junior College District.

David R. Work Promoted By U.S. Army

David R. Work, 19, son of Mr. and Mrs. Samuel R. Work Jr., 373 Camillo Road, Sierra Madre, was promoted to specialist four, November 2, in Germany, where he is serving with the 8th Infantry Division.

Specialist Works, a parachute rigger in the division's 11th Quartermaster Parachute Supply and Maintenance Company, entered the Army in July, 1963 and received basic training at Fort Ord, California. He arrived overseas in June, 1964.

Works is a 1962 graduate of Pasadena High School.



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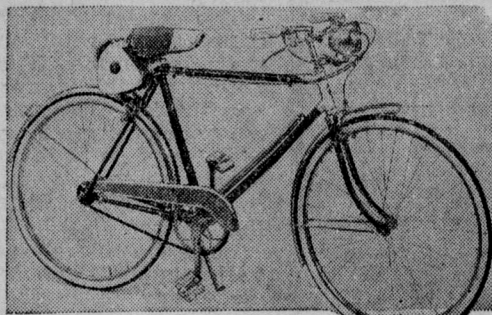
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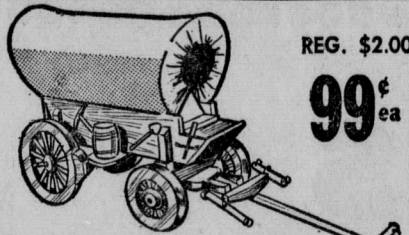
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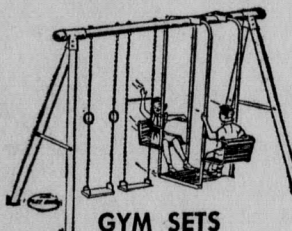
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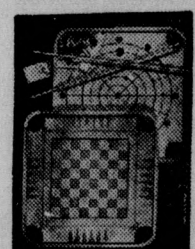
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CAMERON TO NUDGE
LONG BEACH

OLD HANKUS predicts that the Cameron Aggies will upset the Long Beach Vikings 18-14 in Saturday's 19th Jr. Rose Bowl tussle.

Prompting the decision may be the 480 points that the Aggies compiled over leading teams from six different states. Or it might be the power running of fullback Vern Moore who averaged 126 yards per game. Then it might be the deception and speed displayed by Halfback Fred Cheek who sprinted for 134 yards during the season.

The Aggies are no slouch in the defense department either. Nine opponents scored just 87 points. Another unknown angle in the 480-87 Cameron scoring spread is that the first stringers saw just limited action in at least half the games. Against Pratt, Kans., the starters were in the game for a total of eight plays on offense.

The Aggies actually had little strain with any of their opponents. Trinidad, Colo. probably gave the hard-hitting Oklahomas the most trouble, speeding to a 13-0 lead on a couple of TD passes, but Cameron and company came back to wax the Trojans 33-13.

Bear Jensen's eleven has ball control talent, usually disdaining the pass but connecting for scores half the time the ball hit the air.

THIS IS NOT to play down the ability of Jim Stangeland's Long Beach crew. The Vikes have a nice mixture of speed, power and passing. Marvelous Marvin Motley is a flashing streak likely to explode from any spot

on the field.

The aerial combo of Greg Barton to Ron Drake has shattered LMCC marks by the gross. In 1960 the Vikes had a fabulous running game with Dee Andrews, Willie Martin and Lonzo Irvin. But little passing. For that reason, Stangeland figures this year's club is superior to the 1960 group that whipped Tyler, Texas, 38-16.

Long Beach has some exceptional line talent as well. Fred Convertini is a great two-way guard and Mike Westphal and Tom Ammirato a couple of king-sized defensive giants that bode ill for the opposition.

IN THE CONVERSION dept. it may seem strange to predict 18 points for Cameron when they have Fred Cheek who booted 38 thru the uprights during the season. However, in Oklahoma the two-point conversion is outlawed. Jensen intimates that the Aggies will go for the two-pointers in the JRB.

JRB NOTES . . . Jensen on passing . . . "Three things can happen when you throw the ball and two of them are bad."

Both teams are in excellent physical shape. Only losses are Bill Reich, who toes the extra points for LBCC (ineligible) and possibly Omer Sumter, Cameron guard with a swollen knee. KICKOFF luncheon on Friday, features Vin Scully as emcee plus speakers like Bill Barnes, John McKay, John Ralston, Chuck Curtice, and Homer Beatty plus both J.C. coaches. It's gotta be worth the price of admission.

DON'T FORGET the parade on Saturday morning. Walter Hoeflin, the first JRB chairman and current proxy of the Tournament of Roses, will be the grand marshal. Lots of junior college marching bands, drill squads and the whole shooting match.

IT'S JR. ROSE BOWL day in Pasadena. Hats off to a dine hard-working bunch of Junior Chamber men who are making it all a success.

ABOUT THE LOCAL trades. Doesn't seem that the Angels got much for Bo Belinsky. Costen Schockley, a slugging minor leaguer who can play first and may be third plus lefty Rudy May, a pitcher that may be a real sleeper. Rumor has it that Fred Haney turned down an Ed Charles for Belinsky deal with the Kansas City Athletics. Charles would have looked good in Angel spangles.

FRANK HOWARD may still someday be a super slugger. He's young, can pole homers with one hand and should have his best days before him. The Dodgers got a fine pitcher in Claude Osteen who should make the Koufax-Drysdale tandem look pretty solid. However, like the Angels, the Alstonmen still lack a third-sacker.

SOCIETY
by PAULINE

Mr. and Mrs. Harold Peterson, owners of Harold's Shoes, are entertaining a very special houseguest now at their home in Arcadia. Mr. Peterson's 83 year old mother, Mrs. Ellen Peterson, arrived last week by train from Willmar, Minnesota to spend the holidays with them. Also enjoying their grandmother's visit are Curtis and Jim and the whole family are looking forward to Cindy's arrival for Christmas vacation on December 15. She is a sophomore at North Park College, and will be flying in from Chicago.

Read the Classified
They are Little
Bargains with a
Saving

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KITCHEN
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Sierra Madre

LEGAL NOTICE

NOTICE OF INTENTION
TO ENGAGE IN THE SALE
OF ALCOHOLIC BEVERAGES

EL MONTE
11-20-64

To Whom It May Concern: Subject to issuance of the license applied for, notice is hereby given that the undersigned proposes to sell alcoholic beverages at the premises, described as follows:

320 West Sierra Madre Blvd., Sierra Madre
Pursuant to such intention, the undersigned is applying to the Department of Alcoholic Beverage Control for issuance on original application of an alcoholic beverage license for these premises as follows:

ON SALE BEER
Anyone desiring to protest the issuance of such license may file a verified protest with any office of the Department of Alcoholic Beverage Control, within 30 days of the posting of this notice, stated by law. The premises are not now licensed for the sale of alcoholic beverages. The form of verification may be obtained from any office of the Department.

Frank P. & Theresa M. DALEY
Publish Sierra Madre News
December 10, 1964

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of Your Choice

Open
Evenings
Till
Christmas
8 a.m.-9 p.m.
Monday
Thru Saturday

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CATALOGUE

Lay-Away Plan
For Your Convenience
DAILY DELIVERY

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PERFORMANCE!
PRICE!



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FULL-POWER, DEEP-CUT
Standard Duty Saws

"Put them to the wood . . . and purchase on performance!"
You'll agree — from every angle — these scientifically engineered Miller's Falls saws represent new highs in value.
They're big enough to tackle 90% of all common cuts including compound mitres in 2" dressed lumber at 45°. Yet they're light in weight . . . perfectly balanced . . . easy to handle . . . a real pleasure to use.



BIG 65% POWER BOOST over previous models
LONG-LIFE "low-drag" self-lubricating bearings.
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EASY, QUICK-SET depth and angle adjustments.
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RUGGED DU PONT NYLON HOUSING

INSULATED CHUCK Full 2.7 Amp. Rating INSULATED HOUSING



1/4" SAFE-T-DRILL
Model 1144
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DOUBLE PROTECTION THROUGH DOUBLE INSULATION! Here, for the first time you have a SAFE-T-DRILL with a surge-tested Miller's Falls motor PLUS the added safety of an insulated chuck and a shatterproof NYLON housing. Power aplenty to smoothly run a complete line of Quik-Change Attachments.

News of Our

COMMUNITY

HOSPITAL

Nelson Whirling, a resident of the Sierra Madre hotel was admitted to Sierra Madre Community hospital Thursday having sustained a fractured hip in a fall during the evening. On Friday Mr. Whirling was transferred to Los Angeles General Hospital for further treatment.

A patient Sunday and Monday at Sierra Madre Community Hospital was David Alexander of 221 No. Auburn St., Sierra Madre.

Their fourth child was welcomed by Mr. and Mrs. Pete Ortiz of 806 Mar Vista St., Pasadena when their son Mario Duenas was born at Sierra Madre Community Hospital November 24. His birth weight was 9 pounds.

There was general family jubilation at Sierra Madre Community Hospital Thursday morning, December 3, when Mrs. Lawrence Eisele Jr., 812 Apt. 7 First Ave., Arcadia, presented her husband with their first child, a boy. He weighed 7 pounds 8½ ounces at birth and will be christened Mark Lawrence. This little fellow is also receiving the admiration of his maternal grandparents Mr. and Mrs. War-

ren Marshall of 625 W. Grand View St., Sierra Madre and paternal grandparents, Mr. and Mrs. Lawrence C. Eisele Sr., 785 Sacramento St., Altadena.

Victor Hammerschmitt, daughter of Mrs. Yvonne Hammerschmitt of 275 East Orange Grove Ave., Sierra Madre sustained abrasions and a fractured wrist in a fall from a cliff while mountain climbing with a group and was hospitalized at Sierra Madre Community Hospital Monday, November 30. She was able to return to her home on Friday.

Experiencing parenthood for the first time on Monday, November 30 were Mr. and Mrs. James Hall of 651 Ramona Ave., Sierra Madre. Their daughter Heather Lee was born that day at Sierra Madre Community Hospital weighing in at a conventional 6 pounds 12 ounces.

The Sierra Madre Community Hospital personnel is most appreciative for the attractive identifying signs indicating various areas throughout the hospital. These were the gift of Dr. William White who is a member of the medical staff at the hospital.



DROPPING IN—Captain Max Schumacher, popular KMPC Skywatch Commander, along with his lovely passenger, Gail Russell, Miss Jr. Rose Bowl, are shown being greeted by T. A. Von Der Ahe, president of Von's Grocery Co., at the recent grand opening of Von's new La Prescencia Market.

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Toys**

Solid wooden base with free
wheeling castors.

\$4.97

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Accessories**

Metal kitchen refrigerator and
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chen accessories.

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Sturdy. Large truck transport.
Horse van, Tow truck and Jeep.

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Imported. Dart
board with metal
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Hiway Building Set

Sturdy metal trucks. To build
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etc.

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**Globe
Roller Skates**

Well made with ball bearing
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COME SAVE!

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Sturdy metal. With mov-
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works. Complete with
cars, etc.

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**ALUMINUM
CONE TREES**

24" silver, green,
gold foil. Sturdy frame
base.

\$1.49

TWINKLE LIGHT SET

U.L. approved. Each bulb
burns independently. Indoor
15 light set.

\$2.44

**15-LIGHT
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\$3.77

**DECORATED
TREE SKIRT**

White with colored flecks.

43¢

**Wood Burning
Set**

\$2.88

Complete with U. L. approved iron and
several tips.

**Decorative
Spray Paint**

Suitable for styrofoam, Gold
and silver.

69

Felt

Christmas Stocking

88¢

Large felt stocking.
Novelty decoration trims.

Tie-Ons

Asst'd
Designs **37¢** pkg.

CHRISTMAS CARDS

Large assortment. Solid
pack and assorted packs.
21 count.

2 Boxes \$1

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6 roll foil or color full paper.
26" wide

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CHRISTMAS RIBBON

Sticks to itself when mois-
tened. 130' assorted.

66¢

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CAMERAS

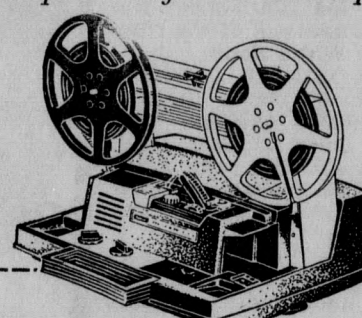
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NEW! AND wonderful!

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Headquarters for Kodak Equipment



KODAK Caralux 8 Projector

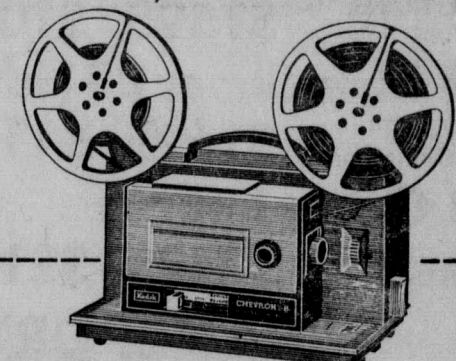
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unmatched compactness and convenience. Film threads auto-
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\$159.50

Plan to give a KODAK CAMERA this Christmas!

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Lay-a-way NOW!
Complete Selection of Kodak Gifts HERE



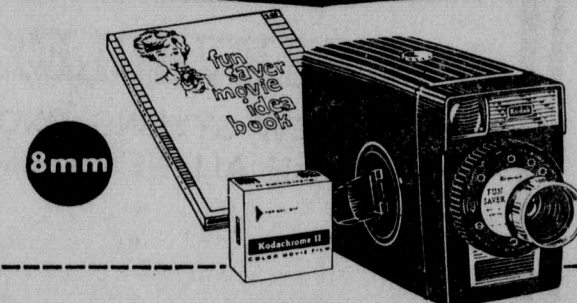
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The deluxe Model 10 has super-bright "still" projection—you
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Everything you need to take snapshots, indoors or out! "New
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'63 Rambler Cl. 770 4 DR. AUTO. RADIO & HTR.	\$2295	\$1995	\$50	\$65.86
'62 Rambler Wagon AIR, AUTO., PWR. STR.	\$1995	\$1495	\$50	\$49.05
'62 Chevy S.S. Impala AIR, FULL POWER	\$2495	\$2195	\$50	\$71.58
'62 Olds. Dyn. 88 AIR., STR. & AUTO.	\$2395	\$1995	\$50	\$65.88
'62 Classic Rambler 2 DR., AUTO. R. & H.	\$1395	\$ 995	\$50	\$33.61
'61 Olds 4 Dr. Hdtop FULL PWR. & AIR	\$2095	\$1695	\$50	\$57.13
'60 Chevy 2 Dr. H.T. Impala AUTO. TRANS. & STR.	\$1595	\$1095	\$50	\$44.00
'60 Olds. Super 88 Hdtop FULL POWER (3 to choose from)	\$1695	\$1195	\$50	\$43.08
'63 Chevy Impala 2 DR. HARDTOP	\$2495	\$2195	\$50	\$71.58

TRANSPORTATION SPECIALS

'57 Chevy 2 DR. BEL AIRE	\$ 895	\$ 595	-0-	\$27.50
'58 Pontiac STAR CHIEF	\$ 995	\$ 495	-0-	\$24.50
'56 Ford Victoria STICK SHIFT V-8	\$ 695	\$ 295	-0-	\$16.00
'60 Falcon Wagon STICK SHIFT, RADIO & HTR.	\$ 895	\$ 595	-0-	\$28.50
'56 Pontiac 4 DR. HARDTOP	\$ 495	\$ 195	-0-	\$11.02
'55 Pontiac 4 DR.	\$ 495	\$ 195	-0-	\$11.02
'54 FORD	\$ 895	\$ 595	-0-	\$28.50

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FREE CAR TO BE GIVEN AWAY
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Season's 'Firsts' Are Traced

Shepherds watched, angels sang and wise men traveled far to behold the miracle of the first Christmas.

Since that holy night a multitude of legends and customs, both religious and secular, have developed as part of the holiday. Each legend was once told, each custom once observed for the first time, and though origins of many traditions are now lost in time, other Christmas "firsts" have been recorded for posterity.

There are historical Christmas "firsts," attested by church records and by scientific research into the early years of Christianity, as well as "first" of later history and "first" that blend fact with myth.

Setting the Date
December 25 was first assigned as the date for the celebration of the Nativity in about the year 320 A.D. Since the new Testament was written as religious instruction rather than history, the exact date of Christ's birth is not known.

The present day was selected as a means of unifying the observances of Christmas, "the mass of Christ."

Hanging Stockings
Story of the first Christmas stocking is associated with the real St. Nicholas, a fourth century bishop known for his many kind deeds. Wishing to present an anonymous gift to help the daughter of an impoverished merchant, he threw a bag of gold down the chimney, where it fell into a stocking hung up to dry.

The legend is reflected in today's custom of tucking "gold" — an orange or tangerine — into the toe of a Christmas stocking.

Trimming Trees
Trimmed Christmas trees first appeared in the United States probably during the American Revolution. Hessian soldiers with the British forces started the practice to relieve their nostalgia for their homeland.

An early diary, written at Fort Dearborn, Ill., in 1804 relates the practice of trimming the Christmas tree with ornaments of the time.

At the White House
First National Community Christmas Tree in the U.S. was placed on the White House lawn in 1923, while Calvin Coolidge was President. The tree was a spruce from Coolidge's native state, Vermont.

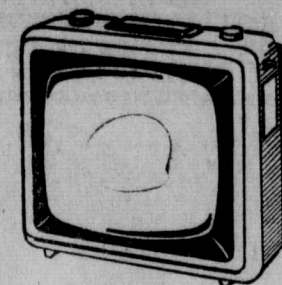
In the following year Coolidge presided at a ceremony under the sponsorship of the American Forestry association, to urge the use of living Christmas trees.

At the Round Table
Traditionally, the first Christmas feast in England was held at the Round Table of King Arthur. While the specific date is undetermined, references to the famous king in medieval legends have been traced back to as early as 600 A.D.

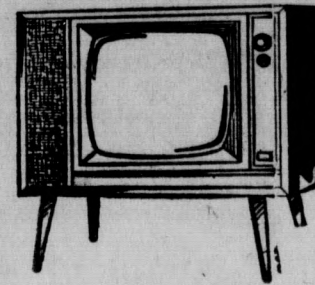
You and Your Neighbors

by PAULINE

A most unusual and exciting four-day outing was enjoyed over the Thanksgiving weekend by a group of 13 families. In campers and trailers they congregated at Pan Canyon near Thousand Palms, with all the fixin's for a fabulous turkey dinner. First to arrive were Marie and Gordon McMillan, former police chief of Sierra Madre, who were returning from a visit to the north. Local families enjoying "turkey day" in the desert were the Burt Embrees with their children, Donald, David, Cindy and Walter, and the Larry Bevingtons with Cindy and Barbara. Also the Jim Dunnagans with Vickie and Mike and their two guests, and the Red Waites with son, Mike. The Charles Petersons were there, and their daughter and son-in-law, Muriel and Glen McCormick with little Vickie and David from Duarte. Joining the caravan from Sierra Madre were Mrs. Norma Landwier and her son, Lee from Pasadena, and the George Shipways with Claudia, Karen and Jay. Also meeting the festive group were Ed and Jane Hawkins with Mark and Wayne. Mr. Hawkins is former principal of the Sierra Madre school, and they just recently moved to Eagle Mountain. Unable to make it for Thanksgiving, but arriving the next day were Mrs. Embree's sister and family, the Louis Georges with Lauri, Alan and Bonnie. Also the Edward Deckers with Walter and Laura, and Mr. and Mrs. Tal Morash with Paul, Ann and Kim were there for the fun week-end, and such a wonderful time was had by all.



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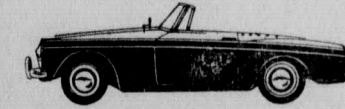
Motor Trend Magazine — Sept. 1964



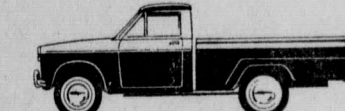
DATSUN FOUR-TEN SEDAN... delivered with bucket seats, seat belts, carpeting, padded dash, heater, defrosters, 4-speed floor stick, V-6 1600 cc. unitized body, deluxe chrome trim and undercoat \$1696



4-DOOR STATION WAGON
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SPL-310 SPORTS CAR
A Sassy New Luxury Breed \$2465



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Cuts Operating Costs up to 50% \$1596



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Tough, Powerful Terrain Tamer \$2695

ALL DATSUNS ARE EASY TO SERVICE WITH STANDARD AMERICAN TOOLS. LOW COST PARTS AVAILABLE IN HUNDREDS OF DEALERS ACROSS THE COUNTRY.

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COME IN — SEE THE 1965 DATSUN LINEUP TODAY!

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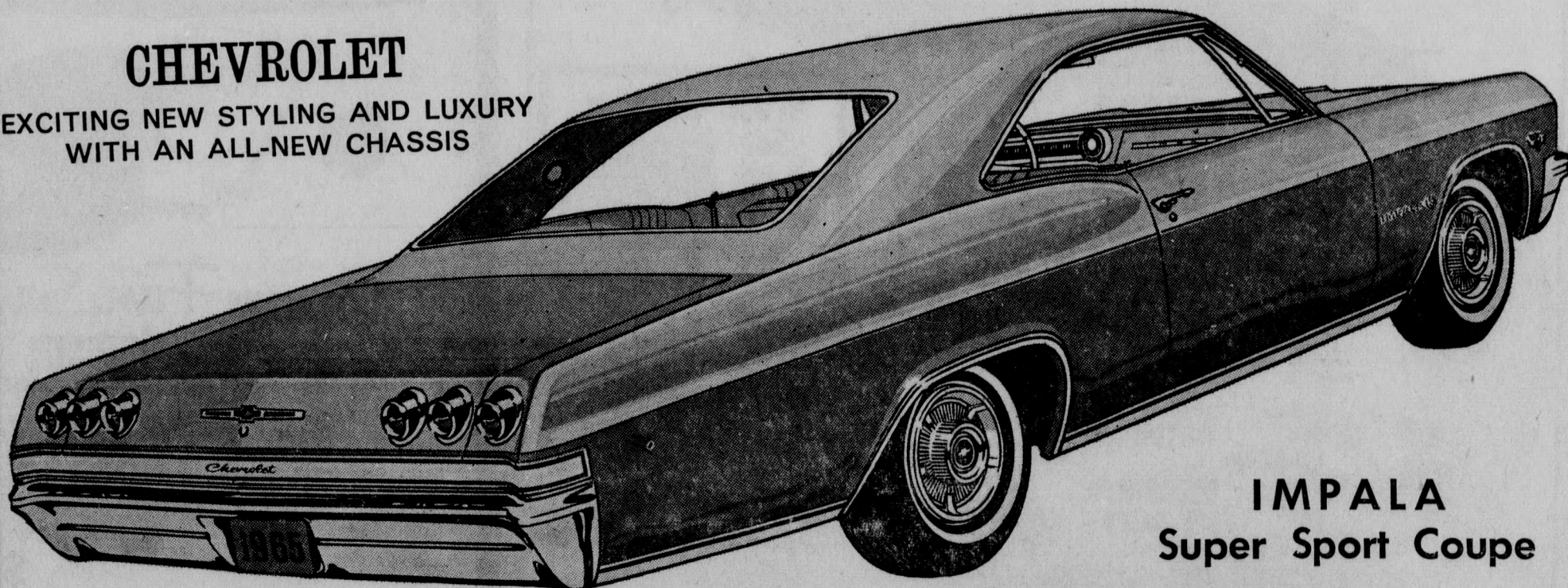
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IMPALA
Super Sport Coupe

NOW ROLLING IN!!! KENT CHEVROLET

Open Eves. Till 9 — Saturday & Sunday Till 6
850 S. BALDWIN AVE.

Short on Down Payment? See Us — We Have 4
West Arcadia HI 6-2171

Home Savings To Show Rare Coins and Currency

An extensive collection of rare American coins and currency dating back to 1889 will be exhibited at Home Savings and Loan Association's Pasadena branch, 860 East Colorado Boulevard, December 10 through December 22, it was announced by Russell E. Denney, manager and vice president.

Designed to appeal to both the investor and numismatist, this exhibit tells a double story about money. For the investor it shows how a \$10 bill put into a Home Savings account in 1889, when the firm began operations, could have grown to \$373.10, if it had been left there till the present, gathering interest at the current annual rate of

4.85 per cent compounded quarterly.

Viewing hours for the exhibit is 9 a.m. to 4 p.m. Mondays through Thursdays, and 9 a.m. to 6 p.m. Fridays. Admission is free.

The display is broken down into eight segments which show in actual coin and currency what the original \$10 account would be worth every ten years from 1889 to 1959 and then a final segment which shows its worth today. And here's where the numismatic appeal comes in.

In each segment, specimens of the original coins and currency actually in circulation during that period were used for the display. Many are rare collector's items.

For example, the \$10 bill which is used to start off the exhibit, an old-style, large-size "United States Note," is worth about \$235 today. (It is interesting to note that as valuable as this old specimen is today, it still would have been worth considerably more had it been put into a Home Savings account rather than a collector's catalogue.) Included also is a rare uncirculated 1889 nickel now worth around \$22.50.

Because the illustrations and engravings on the backs of these old bills are in many cases more interesting than those on the front, all currency has been mounted in such a way that both sides are visible. This also gives viewers a chance to compare all differences between the old bills and the ones currently in circulation.

All antique money was supplied to Home Savings for this exhibit through the courtesy of the J. W. Robinson Company, coin and stamp departments. Home Savings itself managed to supply the modern money.

The currency collection is one of six exhibits to tour each of Home's 24 offices in Southern California throughout 1964. The exhibits are part of the association's 75th anniversary celebration. Founded in 1889, today Home is America's largest savings association with more than \$14 billion in assets.

Joseph Dauben Elected To Honor Society

The Stags Honorary Service Organization of Claremont Men's College elected officers and inducted new members this past week.

Officers named are: chairman, William Allin; vice chairman, Raleigh Johnson; Tyros vice chairman, Peter Hall; Tyros secretary, William Stokes.

New members include Joseph Dauben, son of Mr. and Mrs. Elmer J. Dauben, 401 N. Sunnyside, Sierra Madre; Russ Chung, Ross Dele-ray, Jack Edwards, Michael Etchison, Frank Loge, Rob Maggs, James McClaskey and Mark Shappee.

Purpose of the Stags, which was founded in 1953, is to "honor those students who have exercised their leadership in service to Claremont Men's College." The organization fulfills several campus functions, such as assisting the administration with Parents' Day, directing Political Economy Day, acting as guides for campus tours, and the like.

Attend the Church of Your Choice



FROM DIMES TO DOLLARS — A rare collection of currency and coins, dating back to 1889 is being displayed at Home Savings and Loan Association's Pasadena branch, December 10 through December 22. Home Savings employee Carol Crouse compares present one dollar bill to 1901 bill. Exhibit is designed to appeal to both the investor and numismatist. Home's Pasadena branch is located at 860 E. Colorado Blvd. Free exhibit is open 9 a.m. to 4 p.m. Mondays through Thursdays and 9 a.m. to 6 p.m. Fridays.

County Employees Increase Faster Than Population

Supervisor Frank G. Bonelli will warn his colleagues on the Board of Supervisors Tuesday that the total number of county employees is growing faster than the county's total population.

Bonelli declared: "On May 5 of this year, when the preliminary budget for 1964-65 was presented, I brought to the board's attention that the ratio of county employees to the number of residents in the county is increasing alarmingly. I noted that if the additional positions requested by department heads were approved in the new budget, the ratio of county employees to county residents would increase from 1 in every 147 to 1 in every 143."

Yule Lights Glow On Giant Tree In Sierra Madre

The properties at 101 and 89 N. Auburn, Sierra Madre, are again adding greatly to the gay decorations and festivities of the Christmas season by taking on the sparkle and lovely glow of Yule lights.

The decorated tree at 89 Auburn is a Canary Island pine with a 30 by 81 foot spread and is covered with 482, 25 watt Christmas lights of all kinds — flashers, blinkers, winkers, stars, in an interesting assortment of sizes and colors.

This breathtaking Christmas tree is not only becoming a Sierra Madre tradition but is a Sierra Madre landmark in that it can be seen from certain vantage points in Altadena, El Monte and as far away as Covina and Whittier.

The best viewing is to circle the surrounding adjacent streets, as the view is different from each side. The owner of this prize reports that the decorating was done in record time this year with the help of Ernest Malbey and Thomas McNeilly.

Right next door, 101 N. Auburn is decorated with 233 Christmas lights and has, in the foreground five endearing reindeer, a special delight to the children. The season's atmosphere is enhanced by the music of Christmas carols which will be played continuously while the tree is aglow, starting the 11th of December and continuing to the 30th.

The owner expresses his gratitude to all who helped in effecting the display.

Lithographer 'Fathered' Greeting Cards

To Louis Prang, a native of Breslau, Germany, goes the credit for being "father of the American Christmas card."

Prang, a lithographer who began a greeting card business in Roxbury, Mass., exhibited his own cards at the Centennial Exposition in Philadelphia in 1876. He then had the idea of holding an annual competition to obtain the best of American art for cards.

Hundreds of paintings were entered in Prang's contest, for prizes from two hundred to one thousand dollars. Winners, with two exceptions were artists born in the United States.

Women artists were well-represented among winners. Rosina Emmet was the mother of the late author and playwright, Robert Emmet Sherwood. Others were Dora Wheeler, Anne Morse, Lizabeth Humphrey and Florence Taber.

The group of 20 Prang prize cards is owned by Norcross, Inc., greeting card publishers.

The real Bargains is the kind of insurance that can help keep the family safe

BIG dividends are found in the Classified Ads

Ives & Warren
MORTUARY
100 NORTH HILL AVE. • PASADENA
SIcamore 6-4375 • RYan 1-7368

Serving the
Foothill
Communities
64 Years

Byron Hopper

JEWELER

Gift Consultant . . .
Suggests

Fall Fashion

Premiere
by
HAMILTON



FREDERICA
22 jewels,
14K gold,
facet-edged
crystal.
\$89.50



ACCURACY A-504
Self-winding,
Weatherproof,
expansion bracelet.
\$79.50

SEE THE BRIGHTEST
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New contemporary elegance, new precision accuracy . . . both with Hamilton's traditional quality. Budget-priced for Christmas or any fine gift occasion. See them now, during our special Preview Showing.

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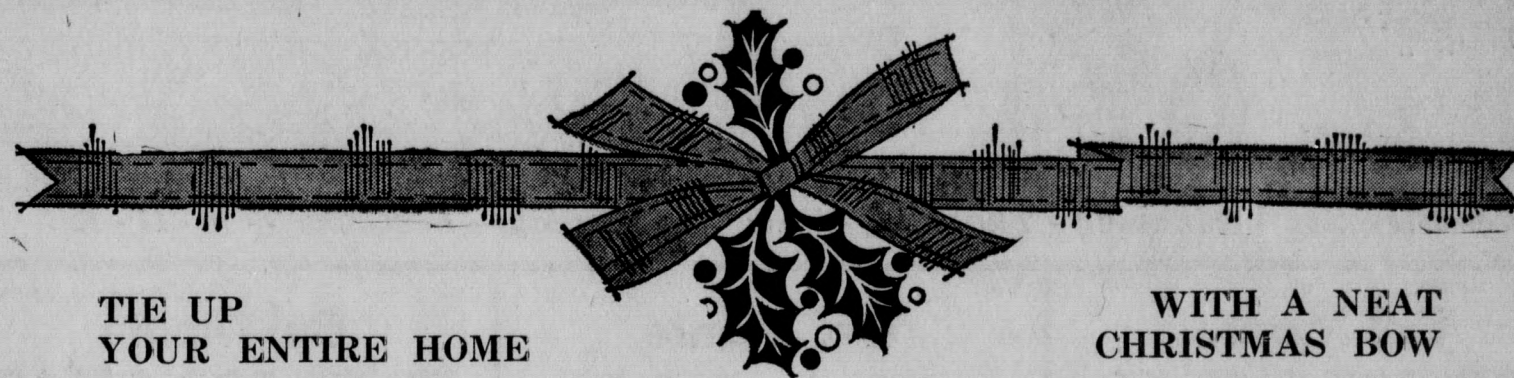
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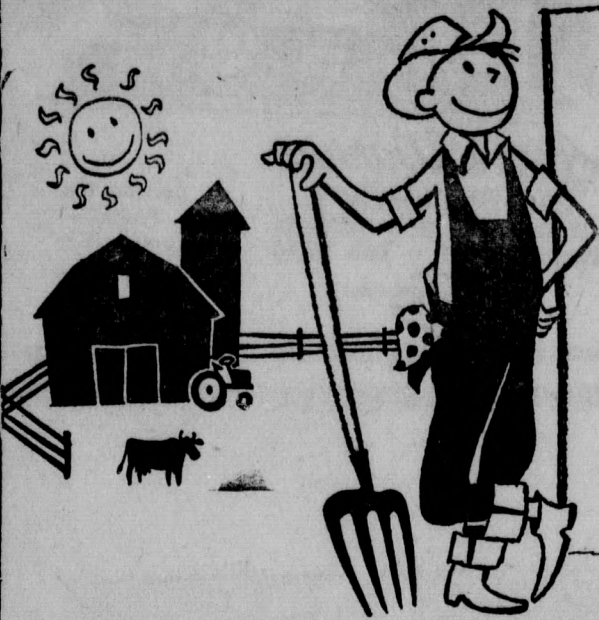
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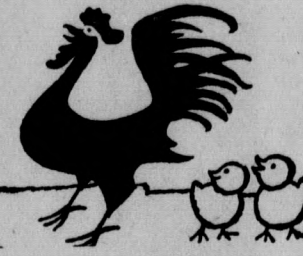
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CRACKERS
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29¢
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For Dogs and Cats
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Combinations
Corn - Peas - Tomatoes
Peas & Celery
Peas In Cream Sauce
Peas & Onions
Peas & Potatoes In Sauce
4 pkg 95¢
Save 21c

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Sections
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VEGETABLE
COMBINATIONS
Cut Beans, Baby Limas
and Pimientos
Chopped Broccoli in
Cream Sauce
Corn - Carrots - Onions
Onions In Cream Sauce
French Beans - Mushrooms
French Beans - Almonds
Rice - Peas - Mushrooms
Mixed Vegetables - Onions
Peas - Mushrooms
3 pkg 95¢
Save 22c

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